

HEALTHCENTS

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President's Message

By Mary Whitbread

Customer Service is a key component of the success of any organization. This is the focus of our November 13th member meeting where Fred Lee author of "9 and ½ Things You Would Do Differently if Disney Ran Your Hospital," will be presenting. Fred Lee is a nationally recognized expert in patient relations and service excellence. In the words of Fred Lee, "the heart of my message is compassion, kindness, empathy and caring, which I believe are the essential variables that can take us from good (our service) to great (their experience)." Please see the brochure linked to this news letter and pass it along to others in your organizations who are responsible for patient experiences from the point of registration to the resolution of the bill and everything in between.

HFMA is also focused on customer service. To gauge the needs of our members, the National HFMA office sent out a membership satisfaction survey to many of our chapter members. The feedback from these surveys is invaluable to help us plan future events and communication. If you have received the survey, please take the time to fill it out.

Our chapter had several great events over the past several months including the September member meeting held at the MSU Education Center (see picture on this page). The meeting focused on leadership and we honored our chapter's past presidents. Many of our past presidents attended the meeting including Mary McCurry, who was the president of our chapter during 1954. Thank you to all of our past and current chapter leaders including officers, directors and chair persons. It won't be long until we are filling the leadership positions for next year. Please let me know if you are interested in getting involved.



*Dinner conversation at the September member Meeting .
Pictured (l-r): Christine Hom, Sabine Kellet, Nancy Smith, Jo Ann Roberts, Rose Forthoffer, Bruce Guttman and Kim Hauschild
Photographer Elyse Berry.*

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New Members

By Christina Wong and Jeana Hobart

New Members to the Eastern Michigan Chapter are an important part of the chapter's continued success. Please take a moment to contact our new members and share your experiences about our chapter. We value their membership and encourage them to become active on chapter committees.

Teresa Thomas-Beeny, Director of Clinical Services
Hurley PHO of Mid-Michigan
tthomas-beeny@hurleymc.com

Colleen Hogle, Controller
Ionia County Memorial Hospital
chogle@ioniahospital.org

Alicia Pressey
Trinity Health
pressey@trinity-health.org

Rodica Gabor, Financial Analyst
William Beaumont Hospital
RGabor@beaumont-hospitals.com

Bruce Guttman, Senior Financial Analyst
William Beaumont Hospital
bguttman@beaumont-hospitals.com

Rebecca Colburn, Financial Analyst
St. Mary Mercy Hospital
putmanr@trinity-health.org

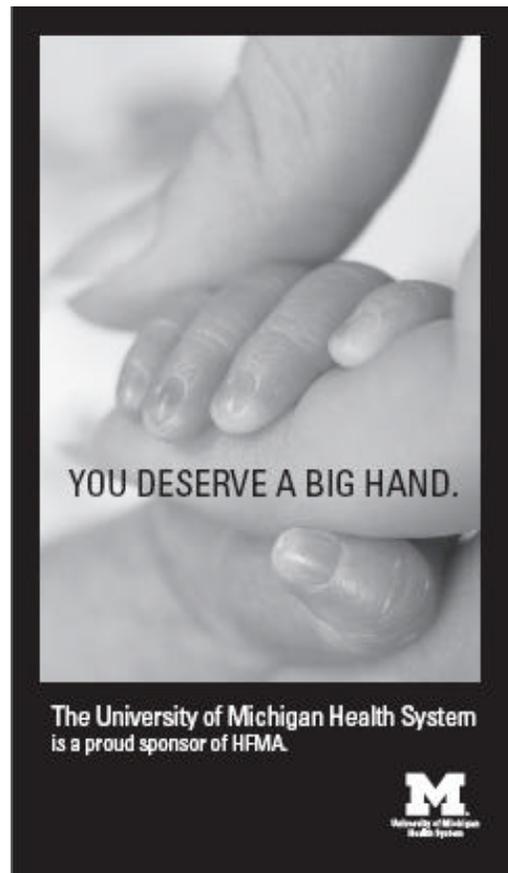
Amy Dodd, Compliance Accountant
William Beaumont Hospital
adodd@beaumont-hospitals.com

Sherry Wiggins-Baker, Director Operations
Performance Leadership
Trinity Health
Enlightened32@comcast.net

Robert Amori, Financial Account Manager
Hewlett Packard
Robert.amori@hp.com

Michele Giurlanda, Senior Financial Analyst
Beaumont Hospital
mgiurlanda@beaumont-hospitals.com

Nancy Smith, Accounting Supervisor
William Beaumont Hospital
nasmith@beaumont-hospitals.com



November Member Meeting

To register for the November meeting click the link below. Don't forget the season pass is still available you can still save \$35 off the regular price of attendance to the November, January, March and June Member Meetings information is on the registration page when you click the link below.

<http://www.hfmaemc.org/MemberMeeting.htm>

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

Speaker: Fred Lee

Register Today for the
November Member Meeting –

Date: November 13, 2007

Location: Hotel Baronette, 27790
Novi Rd., Novi, MI 48377

Time: 8AM – Noon

Mr. Lee has the enviable distinction of having been both a senior vice president of a major medical center and a cast member at Disney University . Disney recruited him because of his expertise in helping hospitals achieve a culture that inspires patient and employee loyalty.

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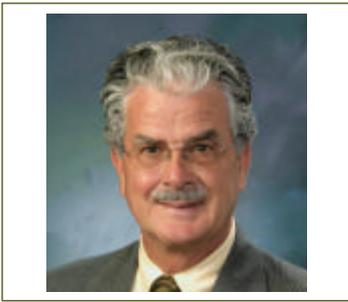
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CFO Profile



Joseph Scallen, Jr.

Organization: **Children's Hospital of Michigan For 1.5 years**

Title: **Vice President of Finance**

HFMA Member Since: **1980**

Years in current position: **7 mos.**

Joined HFMA because: **Was simply asked by Connie Cape to join and participate at the chapter level back in 1982 – it's been a Great Run!**

Biggest issue facing health care financial managers today:

Maintaining a competitive margin to access capital and to reinvest in personnel and clinical equipment.

"Get to Know You" questions:

- Favorite soft drink? **Vernors**
- Top 3 songs on your iPod? **Primarily Classical**
- Greatest indulgence? **Cuban cigars and wine**
- If I had time, I would like to learn: **How to play the piano**
- If I had time, I would like to travel to: **Alaska**
- Favorite midnight snack: **Ham and pepperoni pizza**
- Three things you'll always find in my fridge: **Vanilla Ice cream, chocolate syrup and fruit as well as Stroh's beer**
- What is in your briefcase? **It's a mobile road office so let your imagination run**
- You would be surprised to know: **I do a great Donald Duck voice**

- Greatest career achievement: **Working for some great healthcare professionals**
- In case of fire, I would grab my: **wife, Gail, of 35 years. My buddy since 2nd grade.**
- Proudest moment: **Birth of our first grandbaby daughter – Caroline.**
- Favorite breakfast: **Ham and cheese omelette**
- Restaurant we might bump into you: **Pickles in St. Joachim, Ontario**
- Favorite saying: **Good things come to those who are patient and reasonably proactive**
- Person I would like to meet: **Rembrandt, Bach, St. Francis de Salles**
- Last book read: **Crossing the Threshold of Hope – John Paul II**
- Dream automobile: **Love my Cadillac and Explorer (got a big boat and love to fish)**
- Someday I hope to: **Retire with good health to enjoy my family and friends**

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Member Profile



Mel Armbruster

Organization: **Accenture 2 yrs, Capgemini 3 yrs, Ernst & Young 23 yrs, (Org changes dues to practice acquisitions – Never sought change in employer).**

Title: **Partner**

HFMA Member Since: **1979**

Years in current position: **2 years**

Joined HFMA because: **Memory is a little vague due to tenure – Opportunity to interact with industry contemporaries and share information and insight on relevant topics.**

“Get to Know You” questions:

- Greatest indulgence? **Landscaping my 10 acre country yard outside Ann Arbor**
- You would be surprised to know: **1) I am a Master Gardener. I spend most of my spare time landscaping and maintaining my country yard. 2) The last time I played golf, I had a hole in one on the 16th hole at the Gales in Alpena, Mich . Have not played since and that was about 2 years ago!**
- Greatest career achievement: **Leading process improvement engagement resulting in \$30 million operating margin improvement for client.**

- Restaurant we might bump into you: **Gratzi (Italian – Downtown Ann Arbor)**
- Favorite saying: **We work half days (any 12 hours)**
- Person I would like to meet: **Jim Leyland, seems like a fellow who knows how to evaluate a situation, respond intelligently, communicate the decision and be accountable for the results. How often do you find those kinds of individuals?**
- Last book read: **The Savage Number**

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On Wednesday night, September 12th, fifty five HFMA members and family saw the Tigers beat the Texas Rangers by a score of 5-1. The game was highlighted by some outstanding pitching by Justin Verlander, 18 - 6 on the year and a three run blast by Magglio Ordonez. The game also marked the end of the Pete Stewart jinx that had him seeing six straight Tiger losses in 2007. It was a fun night at the ballpark and a good time had by all.

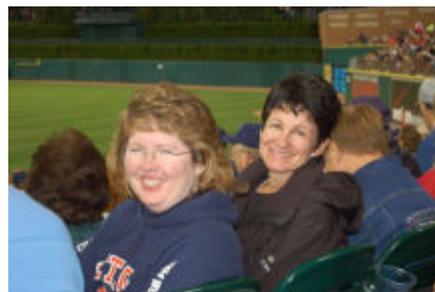
Pete



Pete Stewart and Rob Carlesimo



Cameron, Cheryl and Mark Comeau



Kristi Nagengast and Mary Whitbread

Insurance & Reimbursement Committee Update

By: Michael Klett

Beaumont Hospitals

mklett@beaumont hospitals.com

Vickie Seal, Director of Finance at the MHA, presented on the 2008 Medicare I/P Final Rule and other regulatory changes

Vickie began her presentation with a brief recap of the 2008 Medicare I/P Proposed Rule. Before getting into the detail of her presentation, Vickie commented that certain items changed favorably and unfavorably from the proposed rule.

A good portion of Vickie's presentation was focused on the Medicare conversion to a severity-adjusted DRG system or "MS DRGs." This new Grouper will be effective 10/1/07 and is significant departure from the current DRG system. The impact to case mix can vary widely at a given hospital as well as among service lines. Vickie illustrated this using pneumonia as an example of where the same patient and diagnosis can have a vastly different payment under the two systems. Vickie commented that other payors will be following suit and adopting the Medicare Grouper, starting with Medicaid at 1/1/08 and likely Blue Cross as well.

A host of other significant items are changing as well in the coming year. Vickie touched on the controversial issues such as the behavioral offset reduction imposed by CMS. Another controversial issue discussed was the elimination of certain capital payment items which will result in a net decrease in the standard capital payment rate. Lastly, the state of Michigan as a whole will experience decreases in the wage index factor as the Section 508 special one-time reclasses afforded under the Medicare Modernization Act are set to expire at 9/30/07. In the aggregate, the MHA believes total Medicare I/P payments will only increase 0.4% in the next federal fiscal year.

After Vickie's presentation, questions were answered and a discussion between members on various topics of interest developed. Brenda Fazette also provided a quick Medicaid update

This was the first committee meeting of the chapter year and 33 people attended. The meeting was held at the Davenport University campus on Dequindre Road.

MS DRGs Educational Program A Success

By: Kristine Nelson

Beaumont Hospitals

Kristine.Nelson@beaumont hospitals.com

The Financial Analysis Decision Support Committee hosted the HFMA Eastern Michigan Chapter Member Meeting on August 22, 2007 at Henry Ford Macomb Hospitals-Warren (formerly Henry Ford Bi-County Hospital), 13355 E. Ten Mile Road, Warren, MI 48089. The meeting was well attended, with approximately 80 attendees. It included three national speakers from 3M Health Information Systems, which co-sponsored the meeting.

Karen Ruehl, Client Relationship Executive, Cheryl Wadyka, Regional Sales Leader, and Julie Homan, Client Service Executive, all from 3M Health Information Systems, presented, "Severity Adjusted DRGs and Current Regulatory Update." We were very fortunate to have these speakers because of the timely information being presented given the final regulations from CMS had just been published.

Karen led off the meeting by presenting an overview of severity adjusted DRGs and defined some key DRG concepts and their potential influence on reimbursement. Then she walked everyone through some examples showing the difference that severity and risk adjustment do make. Next Karen reviewed the changes that will be occurring with the IPPS reforms for FY2008 including the new MSDRGs. She stressed the importance of proper documentation and correct coding.

Cheryl continued by presenting "Improving Your Hospital's Public Profile." She discussed numerous "public profile" sources and stressed the importance of making sure that the data being reported is accurate. Cheryl expanded on this by reviewing the issues that impact quality data: incomplete documentation, incorrect or incomplete coding, appropriate sequencing of coded data, understating the complexity via severity and risk of mortality, and poor quality care. She then walked everyone through the Estimated Impact Analysis Profile that was provided by 3M to everyone in attendance, whether it was their employer's specific data or a sample report. This report showed the impact of the new MSDRGs compared to the CMS DRGs.

Julie closed the meeting by presenting useful information on engaging your medical staff. She reviewed strategies to make sure physicians feel that they are a part of decisions being made without overburdening them. She stated that designating a physician champion is a key link between physician investment and program benefits. Julie continued by stating that selecting the champion, supporting the physician champion, and having a succession plan in place are definite priorities for success.

Certification News

By: Douglas Banks

Trinity Health

BanksD@trinity-health.org

The coaching course on September 27, 2007 was a success. Several HFMA members attended and worked hard in the session as they prepared for taking the Core exam scheduled the next day. Please join in on congratulating the following members that passed their Core Exam:

Megan Menkveld

Amy Vandecar

Bryan Chamberlin

Sam P. Niemi

Sam Gizzi

In addition, Sam Niemi successfully passed the Accounting and Finance exam.

If you are interested in taking the Accounting and Finance Exam in February, please contact Susan Stokes, at susan-stokes@hfmaemc.org. If enough people register we will offer a class and exam date. If you would like more information about certification and sample test questions, go to www.hfma.org/certification.

If you have completed the self-study course and want to take the exam, it can be administered by any HFMA member who has become a FHFMA (and submits request to National to be a proctor) such as myself Doug Banks <mailto:banksd@trinity-health.org>

Certification is a great way to further your health care career. The pursuit of knowledge is noble and achieving CHFP or FHFMA is a great way to demonstrate your pursuit of that nobility.

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On a sad note...Our Chapter Member, Patrick LePine recently passed away. Pat was active on the Insurance & Reimbursement Committee and made many presentations to that group.

LePine, Patrick G. October 7, 2007
Attorney. October 3, 2007. Suddenly, at age 50. Loving husband of Lisa. Beloved son of Catherine. Dear brother of Bill (Jennifer) and Arthur (Julie). Also survived by many aunts, uncles, nieces, nephews, cousins, and friends. Private Services have been held. Memorial Contributions may be made to the Capuchin Fathers, 1740 Mt. Elliott, Detroit, MI 48207. Arrangements by McCabe Funeral Home, Farmington Hills.

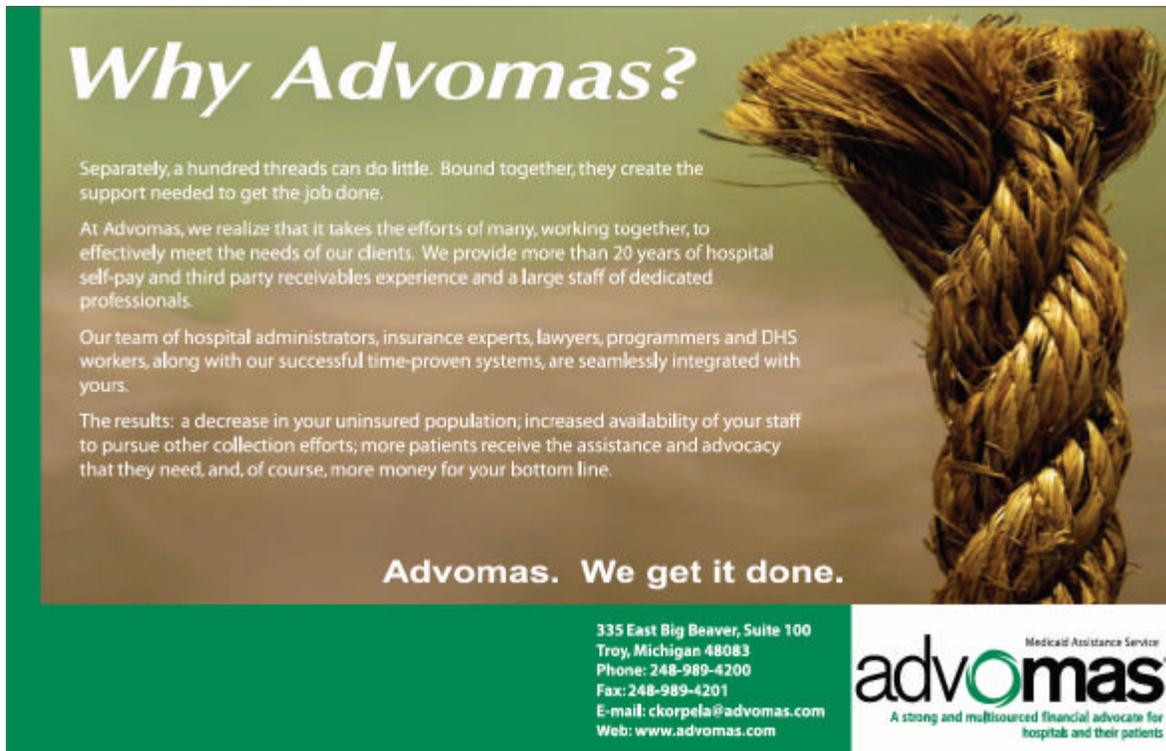
Chapter Calendar

Most all dates for chapter events have been decided for the year. Below is the link to the chapter calendar.

www.hfmaemc.org/ChapterCalendar.htm

Copy the dates now into your calendar so you are able to attend our chapter events. The chapter leaders have planned a wonderful year of programs. See page 14 for details on the November Member Meeting. You may register for the November meeting at

<http://www.hfmaemc.org/MemberMeeting.htm>



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Health Bytes



Kenneth R. Marcus, Esq. of Honigman Miller Schwartz & Cohn was listed as one of the best lawyers in Health Care Law in America on Best Lawyers 2008 listing. The law firm of Honigman Miller Schwartz & Cohn was also on the list as one of the top law firms in America.

If you have any information you would like to share with your fellow members, please send your articles to Jo Ann Roberts JRoberts@beaumont-hospitals.com or Maryanne VanHaitisma MVanhait@dmc.org our newsletter editors. The next HealthCents deadline is January 15, 2008.

The Value of HFMA Membership

By: Christine Wong

Trinity Health

wongcm@trinity-health.org

The Value of HFMA Membership

** Have you renewed your HFMA membership this year? **

** Have you decided to become a new HFMA member? **

** Would your staff benefit from HFMA membership? **

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See **value of HFMA Membership** page 11

Value of HFMA Membership from page 11

- Gather practical tools and ideas that increase performance
- Access essential industry news and information
- Gain a breadth of career-related tools, resources and relationships
- Utilize practical solutions and breakthrough approaches from healthcare's leading financial professionals
- Ensure own success and that of their organization
- Advance within their careers

The HFMA Eastern Michigan Chapter is bringing these benefits to Southeast Michigan with a year-long schedule of innovative programs with speakers and activities! HFMA members also enjoy a discount to many programs and gain access to HFMA's National newsletters and educational tools.

For more information, please contact the HFMA-Eastern Michigan Chapter Membership/Member Involvement Committee Christina Wong, Co-Chair at wongcm@trinity-health.org, or Jeana Hobart, Co-Chair at Jeana.Hobart@officeteam.com

Medicare Provider Enrollment Process

**Lisa Hutchings – Insurance & Reimbursement Co-Chair
St. John Health**

Lisa.Hutchings@stjohn.org

At a session on October 25th, Ms. Romano, an attorney with Hall Render, discussed the Medicare provider enrollment process, providing some background on the regulations requiring enrollment, the history of the development of the 855A form as it currently exists and the delineation of the various enrollment forms and

what types of organizations would submit each form. Ms. Romano shared with the Committee information on why you would complete an 855, including new providers, reactivating enrollment, terminating Medicare enrollment, changes in ownership and/or changing your enrollment information. The various forms of changes in ownership were described to assist in the accurate completion of the 855 forms (i.e., change in ownership with the continuation of provider's Medicare number, mergers and acquisitions and consolidations). Changes in enrollment information would include changes relating to practice locations, managing employee, directors or board members, etc.

Ms. Lowes', an attorney with Hall Render, focused on the current revalidation effort underway by CMS. Letters were sent to the FI's top 100 billing providers in the region, postmarked 10/1/07, requesting the Provider to revalidate its Medicare enrollment within 60 days of the postmark date. If Providers do not respond in a timely manner to the revalidation request, Medicare payments will cease. The current revalidation effort will trigger a mandatory five-year revalidation cycle. The review and approval process of the enrollment application was also discussed at some length. The majority of Ms. Lowes' presentation centered on the Enrollment Form (855A) itself, including a review of each section and focus on issues that will cause the application to be returned or questioned by the FI. Ms. Lowes reviewed the supporting documentation requirements and discussed pitfalls in completion that will slow down the approval process.

Review of 54th Annual Fall Conference – Oct 11 & 12 at the St. John Inn

By: Debby Sieradzki & Shelley Lake, Co-Chairs Fall Conference Committee

The statewide conference included members from all three Michigan Chapters including, Great Lakes, Western and Eastern Michigan and a variety of vendors and sponsors as well as excellent speakers. If you missed the conference, jot down next year's date of **September 25 & 26, 2008** (same place, new month).

Dr. Steve Bedwell set the tone for the conference providing a way to look at our challenges from an entirely different viewpoint. Many conference participants are still wondering about the "red balloon" and many can probably still recite the alphabet backwards in less than 30 seconds.

Fifteen educational sessions were held including topics on healthcare delivery in SE Michigan, bond documents, medical education issues, the future of Medicare, DRGs and PPS, Healthy Blue Living, Blue Cross and Medicare Advantage plans, compliance, payment and billing Medicare in joint ventures and healthcare trends. A BCBSM PHA update and a Medicare Update for 2008 were timely and well received.

Jeanne Scott of health-politics.com was a participant favorite with her funny but serious take on "Reform US Healthcare...or Else!!" Next year may be the last year to hear this Fall Conference favorite Jeanne Scott speak, so mark you calendars for September 25 & 26, 2008.

The evening banquet speaker was 7-foot tall Tim McCormick, a former NBA basketball player who continued our theme message of Challenges, Changes & Opportunities. An entertaining speaker, Tim wowed the audience, even ending up on the floor while speaking and telling us "Never to be Average."

Bob Dery was honored at the banquet for being Chairman of the Fall Conference Committee. We've all appreciated his leadership and thank him.

A conference held yearly can't succeed without the help of a great committee, support of sponsors and vendors. Beaumont Hospital sponsored the keynote address. Plante & Moran, PLLC sponsored the Thursday general sessions. Oakwood Healthcare sponsored the Hospitality Hour. Munson Healthcare sponsored the Thursday morning break, L & S Associates, Inc. sponsored the Thursday afternoon break, and the Allcroft Group, LLC sponsored the Friday General session.

Our general sponsors were Advomas, Accenture and Alcroft Group, LLC. The vendors were Advomas, Hewlett Pakard Financial Services, CFMA, Allied Business Services, Inc., RevXchange, Lubaway, Masten & Company, L & S Associates, Inc., Eclipsys Corporation and H.E.L.P. Financial.

We look forward to seeing you next year.

Tell Us What You Think...What is the most challenging issue facing Healthcare Financial Managers today?

"I am not so sure that you can narrow the scope of issues facing Financial Managers to a number "1" issue. If I were to state as a singular issue - how does a hospital get paid a fair price for the services rendered to a patient?"

Douglas C. Banks CPA, CIA, FHFMA
Revenue Management-Home Office
Trinity Health

"Maintaining a competitive margin to access capital and to reinvest in personnel and clinical equipment."

Joseph T. Scallen, Jr., FHFMA
Vice President of Finance
Children's Hospital of Michigan

"A major challenge for healthcare financial managers is the intensifying economic competition between healthcare facilities and physicians. This competition is illustrated by the increasing number of physicians who are owners of ambulatory surgery centers, diagnostic equipment, or even entire hospitals. The challenge is most complex when the same physicians who compete with the hospital in some service lines are also significant sources of patient referrals to the hospital. Some facilities attempt to reduce the potential loss of patients to physician competitors by pursuing joint ventures with physicians, rather than each party operating its own competing facility. However, depending on the service at issue, federal and state laws may prohibit or limit joint venture option. In any event, many facilities are experiencing reduced revenues as a result of this new source of competition."

Maria B. Abrahamsen
Dykema Gossett PLLC

I believe one of the most challenging issues in healthcare today is the change to MS-DRGs. Hospitals will be challenged to correctly bill non-Medicare payors as well as understand the differences in reimbursement and case mix for Medicare payments.

Kristi Nagengast
Director, Financial Operations
Trinity Health

The Questions for "Tell Us What You Think" for the next newsletter is, "What do you think the Michigan economy will do to the delivery of health care?" Submit your response to Jo Ann Roberts JRoberts@beaumont hospitals.com or Maryanne VanHaitisma MVanhait@dmc.org our newsletter editors. Next HealthCents deadline is January 15, 2008.

Medicare Clarifies Policy On Missed Appointment Charges

Maria B. Abrahamsen

Dykema Gossett PLLC

mabrahamsen@dykema.com

CMS has issued instructions to its carriers and fiscal intermediaries regarding providers' ability to charge Medicare patients for missed appointments. The new provisions were added to the *Medicare Claims Processing Manual* and are effective October 1, 2007. Highlights include:

- A physician, supplier or provider may charge a Medicare beneficiary a fee for a missed appointment only if (1) non-Medicare beneficiaries are also subject to the same missed appointment policy, and (2) the missed appointment charge is identical for Medicare and non-Medicare patients.
- CMS analyzes the missed appointment fee as not being a charge for a covered service, and therefore the physician/supplier/provider may charge the fee directly to the beneficiary without violating the usual Medicare restrictions on collecting from the patient.
- While hospitals may generally charge a fee for missed outpatient appointments (subject to the restrictions stated above), such a charge may not be imposed for an outpatient visit that is scheduled to occur during an inpatient stay. CMS states that imposing such a charge on an inpatient would violate the terms of the hospital's Medicare provider agreement.
- The Medicare program (as distinguished from the beneficiary) will not pay a missed appointment fee.

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susan-stokes@comcast.net or 586-786-9532.

2007-2008 Board of Directors, Officers and Committee Chairs

Chapter website www.hfmaemc.org

2007-2008 OFFICERS	Committee	Chairperson(s)	E-mail address
<i>President</i> Mary A. Whitbread, CPA mwhitbr1@hfhs.org	Awards/Recognition	Ken Lipan	klipan@dmc.org
<i>President-Elect</i> Stephen R. Collard, CMA scollard@beaumont-hospitals.com	Awards/Founder's Merit	Susan Stokes	susan-stokes@hfmaemc.org
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Click below for printable listing of officers, Board and Committee Chairs which includes phone numbers.

www.hfmaemc.org/BoardCommitteeList2007_2008.htm

If you are interested in any of the committees listed above and would like to attend one of their meetings or volunteer to help feel free to contact a committee chair. All committee meeting dates are listed on the calendar and are open to everyone.