



hfma Eastern Michigan Chapter
healthcare financial management association



HealthCents

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Volume 55 Issue 5

Chapter Web site: www.hfmaemc.org



President's Message

By Steve Collard

Being a **numbers** guy, I thought this column could focus on a few...

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7 – Okay, I don't even believe this, but I started the last game at our February HFMA bowling outing with seven straight strikes. If you missed this miracle, you also missed a great time getting to know other chapter members at a really fun event. Thanks Social Activities Committee!

16.48 – the number of education hours per member our chapter provided last year. Check out the MACPA/HFMA Healthcare Conference coming up on April 30, 2009! It's jam packed with great sessions. Also thanks to the Insurance & Reimbursement Committee for their annual seminar on March 19 with over 100 in attendance...good work!

23 – the average number of years our members have been in health care finance. If you are new to the field, join HFMA to gain access to all of this valuable experience through networking with your peers!

31 - the number of Gold, Silver & Bronze Sponsors of our chapter this year, which allowed us to offer great education sessions and networking events plus a first-class membership directory! Thanks sponsors! We couldn't do it without you!

49 – the average age of our chapter's members. Who said healthcare doesn't have a bright future? We'll all be driving those volume statistics up!

61 – the number of days left in my term as President of the chapter (but who's counting? :)) Did I say that out loud? President-Elect Elyse Berry, you didn't hear that...

66 – the number of CFO's & Controllers who are members of our chapter. Your leadership and support is the key to our organization's success!

90 – the number of golfers at the chapter's HFMA golf outing last year. Mark your calendar for this year's outing on June 25 at Tanglewood in South Lyon!

582 – the current number of members in the Eastern Michigan Chapter of HFMA.

President's Message from page 1

5,000 – the number of emails in my HFMA folder (what did we do before email?)...

20,000,000,000 – the estimated number of hours that American adults volunteer of their time annually to nonprofit groups etc... I would like to commend all of our officers, board members, and committee chairs for their time and effort to make our chapter run smoothly! A special thank you to Cheryl Comeau, our assistant treasurer, who tirelessly keeps us in business!

Hoping to connect with you soon,
Steve

Up Front – Editor's Letter

Live For Today

By: Maryanne VanHaitsma
Detroit Medical Center
mvanhait@dmc.org

Happy Spring to all!

The calendar officially tells us that it is Spring, but some days, it still feels like winter. After what has seemed like a long winter, we feel the need for Spring to be here, and with it, a new hope for this struggling economy. Living in Michigan is currently a challenge because of our dependence on the auto industry and the challenges they face. We continue to remain optimistic and hope for the lows to be over. We also recognize that "things" will be different because of these lows. What will Michigan look like in 6 months? How will we all be impacted because of these changes? How must we change our practices from a personal and business perspective. We are not alone as we hear about many parts of the country with their own challenges and struggles.

We should meet this new challenge as an opportunity. An opportunity to review our personal and business lives. We can get back to a simpler and more efficient way of living. We have made our lives into a hectic, busy time, and we should take the time to determine what is truly important and what is truly necessary. There is no time like the present. In doing an evaluation, we may find that what we thought to be "Needs" are truly "Wants". Maybe we don't need to be engaged in activities every day of the week, maybe we don't need to take expensive vacations, but rather explore the things that are most important and provide the best personal and business "return".

Please submit articles to Maryanne VanHaitsma mvanhait@dmc.org or Jo Ann Roberts JRoberts@beaumont hospitals.com . Next HealthCents deadline is May 15, 2009.

DMEPOS Suppliers Face Onslaught of New Medicare Requirements

By: *Maria B. Abrahamsen*
Dykema Gossett PLLC
mabrahamsen@dykema.com

CMS has imposed a number of new requirements on suppliers of Durable Medical Equipment, Prosthetics, Orthotics and Supplies.

Surety Bonds

- Beginning May 4, 2009, a \$50,000 surety bond is required of any DMEPOS supplier that attempts to enroll in Medicare, changes ownership, or is required to revalidate its enrollment data or reenroll.
- As of October 2, 2009, all currently-enrolled suppliers must satisfy the surety bond requirement.
- The surety bond must be (1) furnished to the National Supplier Clearinghouse (the Medicare contractor that handles DMEPOS enrollment) and (2) issued by an approved surety.
- Separate bonds are required for each NPI under which Medicare is billed.
- A supplier that adds a new location to an existing NPI must obtain a separate bond for the location or amend its existing bond to add the location.
- CMS may require a higher bond from “high-risk” suppliers.
- The rule includes exceptions to the surety bond requirement for (1) physicians and other practitioners who provide DME only to their own patients as part of their professional services and (2) licensed orthotic and prosthetic personnel in private practice who provide custom POS.

Accreditation

Existing DMEPOS suppliers must be accredited by a CMS-approved organization by September 30, 2009. Specific categories of practitioners (such as physicians) are exempt from the accreditation requirement.

CPAP Coverage Requirement

On March 13, 2008, CMS issued a National Coverage determination that extended Medicare coverage of continuous positive airway pressure (CPAP) devices to beneficiaries who were diagnosed with obstructive sleep apnea by means of certain home sleep tests. (Prior to the 2008 NCD, the diagnosis needed to be made using attended facility-based polysomnography.)

Home sleep testing occurs in patient homes, which obviously are less regulated environments than institutional sleep labs. Therefore, CMS adopted a new regulation intended to curb abuse. Effective January 1, 2009, a CPAP device is not covered if the supplier of the device or the supplier’s affiliate either directly or indirectly administered or interpreted the unattended out-of-facility sleep test used to diagnose obstructive sleep apnea.

HFMA/MACPA Healthcare Conference

Thursday, April 30, 2009

Location:

Laurel Manor
39000 Schoolcraft.
Livonia, MI 48150

Time: 7AM - 5PM

CPE's = 8 or 9

click link below for details and to register

[Registration Link](#)

Keynote Speakers:

Healthcare Reform: National & Local Perspective on the Healthcare Industry

Discussion Leader:

Andy Dillon, Speaker of the House /
Michigan House of Representatives,
Lansing, MI

There are many areas of reform being undertaken by Michigan's legislature. One of particular interest to healthcare professionals and their advisors is healthcare insurance reform. Speaker Dillon gives us insights, including reform affecting the Catastrophic Claims Structure. Join us for this unique and thought provoking perspective.

Executive Discussion: Healthcare Operational Restructuring in the Current Economic Climate

Discussion Leaders:

*Michael Slubowski, President,
Hospital & Health Networks /
Trinity Health, Novi, MI*

*Anthony A. Armada, President and
CEO / Henry Ford Hospital &
Health Network, Detroit, MI*

*Stanley D. Sleight, Partner /
Accenture, Southfield, MI*

*Benjamin R. Carter, Executive
Vice President & COO / Detroit
Medical Center, Detroit, MI*

In order to remain viable in the current economy, the healthcare industry must take drastic steps in terms of overall restructuring. Our panel of executives will discuss the issues and concerns associated with operational reform, including:

- Strategic implications of cost initiatives
- Throughput
- Managing labor costs

Membership Committee News

By: Christina Wong and Michael Berryman

New Members of 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.

Tiffany D. Laurenz, Account Executive
PHNS
tiffany.laurenz@phns.com

Julie Hurst, Health System Manager
HealthPlus of Michigan
jhurst@healthplus.org

Sue L. Visscher, Contract Operations
Administrator
Mayo Clinic
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Alicia S. Sloan, Division Director
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alicia.sleight@accountemps.com

Peggy Maley, Senior Consultant
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Raji Kumar, CEO
Oakland Regional Hospital

Anne C. Olds, Manager
ACS Healthcare Solutions
anne.olds@acs-hcs.com

Rebecca Smith, Vice President CTP
J P Morgan Chase
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HERE'S HOW THE 2009 MEMBER-GET-A- MEMBER (MGAM) PROGRAM WORKS:

- Recruit one or two new members who begin their membership between June 1, 2008, and April 30, 2009, or former* HFMA members who reactivate their membership between August 1, 2008, and April 30, 2009, and you will win your choice of an HFMA apparel item (approximate retail value of \$25) or a \$25 Fuel Visa® Prepaid Card.** Fuel cards can be used at the gas station of your choice or anywhere Visa debit cards are accepted worldwide.
- Recruit three or four new and/or former* HFMA members and you will receive a \$100 Visa prepaid card good anywhere Visa debit cards are accepted worldwide. You will also be entered into a drawing among all those recruiting three or four to receive a \$1,000 cash prize.
- Recruit five or more new and/or former* members and you will receive a \$150 Visa prepaid card. You will also be entered into a drawing among all those recruiting five or more to receive a \$2,500 cash prize.

*Sponsors will receive credit in the Member-Get-A-Member campaign for former members who reinstate (reactivate) their memberships between August 1, 2008, and April 30, 2009. Sponsors will also continue to receive credit in the Member-Get-A-Member campaign for new members who join (or have joined) between June 1, 2008 and April 30, 2009.

** Cards are issued by Citibank, N.A. pursuant to a license from Visa U.S.A. Inc. and managed by Ecount, a Citi company.

Chapter Calendar

April 2009				
4/3/2009	Membership Committee Conference Call	1-2PM		
4/19-4/21/2009	HFMA National Leadership Training Conference		Ft. Lauderdale, FL	
4/21/2009	Financial Analysis Decision Support	8:30 - 10:30AM	St John Corp Offices 27800 Dequindre Rd Room S-7	
4/23/2009	I & R Committee Meeting	8:30 - 10:30AM	500 Stephenson Hwy., Troy, 1st Floor. Park @ 530 Bldg.	
4/24/2009	Volunteer Appreciation	2-5PM	Palazzo di Bocce 4291 S. Lapeer Rd., Orion, MI 48359 (248) 371-9987 http://www.palazzodibocce.com	Invitation Only
4/30/2008	HFMA/MACPA Conference	7AM - 5PM	Laurel Manor 39000 Schoolcraft, Livonia, MI 48150 (734) 462-0770	CPE's = 8-9
May				
5/1/2009	Membership Committee Conference Call	1-2PM		
5/6/2009	Managed Care Committee Meeting	8:30 - 10:30AM	St John Corp Offices 27800 Dequindre Rd Room TBD	
5/7/2009	Revenue Cycle Committee Meeting		Huron Valley Sinai Hospital	
5/14/2009	Mini Leadership Training Conference	12:30 - 4PM	National City Center Beaumont University - 2nd Floor, Classroom 5 755 W. Big Beaver, Troy, MI 48084	
5/14/2009	I & R Committee Meeting	8:30 - 10:30AM	500 Stephenson Hwy., Troy, 1st Floor. Park @ 530 Bldg.	
5/15/2009	Newsletter		Submission Deadline for HealthCents	Published 5/30/2009
5/20/2009	Financial Accounting & Reporting	8:30 - 10:30AM	500 Stephenson Hwy., Troy, 1st Floor. Park @ 530 Bldg.	
5/28/2009	Member Meeting	8-Noon	Providence Park Hospital 467601 Grand River Ave., Novi, MI 48374	Topic: Preparing Financial Forecasts Speaker: Tony Colarossi of Plante Moran
June				
6/16/2009	Newsletter		Submission Deadline for HealthCents	Published 6/30/2009
6/25/2009	Revenue Cycle Committee Meeting	prior to golf outing	Tanglewood Golf Course Clubhouse	Topic: TBD
6/25/2009	Annual Golf Outing		Tanglewood Golf Course, South Lyon	

Save the Date!

May 28, 2009

Topic: Preparing Financial
Forecasts

Speaker: Tony Colarossi,
Plante & Moran

Time: 8AM – Noon

Location: Providence Park
Hospital
47601 Grand River Avenue
Novi, MI 48374

Other events taking place at
this member meeting are:

Presentation of HFMA Awards
for 2008-09
&
Installation of the 2009-2010
Officers, Board of Directors
and Committee members.

Fall Conference Committee Chair Profile - Debby Sieradski



Organization: **Lubaway, Masten & Co.**

Title: **Managing Partner**

HFMA Member Since: **1981**

Joined HFMA because: **I was helping Bill Lubaway and Jackie Primeau with a lot of committee work, so I thought I might as well become a member.**

“Get to Know You” questions:

1. Greatest indulgence? **A day at Camelback or Copperwynd spa in AZ**
2. If I had time, I would like to travel to: **South America, Australia**
3. What is in your briefcase? **HFMA directory, Excedrin, extra flash drives**
4. You would be surprised to know: **Myers Briggs rates me as an introvert.**
5. In case of fire, I would grab my: **flash drive**
6. Proudest moment: **Submitting the last chapter of my dissertation!**
7. Dream automobile: **BMW 650i convertible**

Seven Tune-up Tips for Savvy Speaker

By: *Cyndi Maxey, CSP*

Author & Speaker from Feb. Member Meeting

cmaxey@cyndimaxey.com

Speaking opportunities pop up all the time when you're in a management or executive position. Without much notice you could be asked to

...present the new sales cycle review.
...impress the boss with your budget plan.
...welcome all the new employees in the auditorium.

...or generally make a great speaking impression in little time. Here are some tips (keep them by your laptop) to set you up for speaker success. Remember, every time you present, you are being considered, observed, and judged.

1. Look the part right from the start.

Your professional dress, hair, handshake and handouts will set up that you mean business. For women, pants and a jacket with a conservative line and a firm lapel are optimal. This choice allows you to move just about anywhere, use a mike if needed - (the firm lapel works well for lavalier microphones) - and yet maintain your style and femininity. Show your individuality with a bright color, simple jewelry, and well-groomed hair. Both men and women should always wear a jacket of some kind (casual or formal, depending) to the presentation; you can opt to take it off if needed.

2. Really, really think through your opening.

All speakers say "Thank you for coming." Come up with something more meaningful like this statement that gets right to business: "If you've read a newspaper in the last year, you know how our customers' business has struggled through this economy." Or ask a question that gets them involved like this one: "How many of you are finding former customers harder to close this season?" If you do plan these simple openings, you really will stand out, because almost nobody does.

3. Involve the group ASAP.

This doesn't mean you have to have them sprinting around the room and coloring flipcharts but it does mean you need to break them out of passive mode and into active mode. Ask them questions; ask for a show of hands; pass out a startling handout; ask one key person to comment on something. When you involve them, you accomplish two purposes; you connect them to you and you manage your nervousness. When someone else is talking, the focus is now away from you and you can listen and tie in what they say to your next point. Be sure to bring nametags for a larger group. First names only in large marker print are best.

4. Don't fall into the "Too much, Too fast, Too apologetic" trap. If the meeting is running late or questions begin to take too much time, don't try to squeeze it all in. Let the group know without over-

Seven Tune-up Tips from page 8

apology that you'll focus on what you think they'll be most interested in and then just skip through some slides and master only the most important. Their questions are almost always more important than what you planned to say, anyway, so consider it an honor if you get a lot. It means they care.

5. Think Beyond the Product. Everyone in the business has one of those – just with their company logo on it. If you instead think, “results,” or what the product brings, does, causes, etc. – then you will be gearing your presentation beyond the ordinary. Every time you start listing numbers and percentages and qualifications, you tune in to the analytical side but you lose the emotional side of the sale. And we recommend, refer, and buy based on feelings...about the service, you, or the trust we have around the whole picture. Get the listener focused on his or her problems or customers, and how you have solved similar problems and met similar needs in the past.

6. Be prepared with your best Savior Stories. Tell them how your approach saved the sale, saved a good client, or saved the day! Use specific names and dates only as needed; the key is to communicate the concept. Today's audiences say they love success stories because they can immediately apply the concepts! And don't forget to throw in a “what I learned from my mistake” story if it seems appropriate and motivational to the group. Think of the difference between seeing an ad for a new cell phone vs. calling three of your best friends who have the model for their testimony. Which will you believe?

7. Don't let hecklers or negative comments get to you. Some people just can't tolerate listening; others have something else going on in their lives and you happen to be the easy target. Someone with a sincere gripe or question may also be present, but treat them all similarly. Acknowledge that you know what's going on. “Sam, I've noticed your repeated response to these ideas. Is there something you'd like me to address?” Respond to an angry comment similarly, “Joe, I can appreciate how you feel, and we also don't like this situation...what we can do is...”

Finally remind yourself that you, and only you, care the most about the outcome of your next presentation. Set yourself for success this season.

Author Cyndi Maxey, CSP, is a seasoned speaker, coach, and author of five books on speaking and communication. Send any questions or real life stories about speaking to cmaxe@cymaxey.com and visit our Performance Store http://www.cymaxey.com/performance_store.htm for more FREE ARTICLES and special offers on books and e-books.

“What is one of your 2009 New Year’s resolutions?”

I committed myself to training for and running in the West Bloomfield Rock & Road 5K race on May 17th. My goal is very modest given prior to then I had never run 3.1 miles in my life. I want to run the whole race (no walking) and finish in 45 minutes or less.

Amy Vandecar

Director, Managed Care Contracting
Henry Ford Health System
Avandec1@hfhs.org

I want to make a positive difference in as many lives around me as I can, no matter where I am: home, work, casual stroll at the park, on vacation, shopping at a grocery store, etc.

There are so many people who have no one to reach out to them, no one who cares, no one to hug, no one to listen to their cry, or just a casual conversation. I met a woman not too long ago who cried when I gave her a hug. She told me it's been years since someone gave her a hug. That saddened my heart.

I decided not to be a "passer by" person.

Rodica Gabor

Financial Assistant,
Beaumont Hospital
RGabor@beaumont Hospitals.com

This year, I decided to say “yes” more to gain some new experiences. So far, by just saying yes more, I’ve prepared dinner at a homeless shelter, saw Spamalot (hilarious), went bowling with the HFMA (also hilarious), drove myself to Chicago, volunteered to answer phones for Detroit Public TV (my debut), and spent much more time shopping and movie-going with my sisters.

I think we are all so busy we sometimes say I don’t have time to do anything else. Next time you catch yourself saying I really don’t feel like doing that, think about what new experience or new relationship you might miss.

Elyse Berry
Director, Physician Services & CME
Hurley Medical Center
Eberr1@hurleymc.com

The Questions for “Tell Us What You Think?” for the next newsletter is, “[What is a number fact that you find interesting, like Steve Collard did in his President’s Message?](#)” Submit your response to Jo Ann Roberts JRoberts@beaumont Hospitals.com or Maryanne VanHaitsma MVanhait@dmc.org our newsletter editors. Next HealthCents deadline is May 15, 2009.

Presentation Summary from Revenue Cycle Committee Meeting March 13, 2009

Scheduling Success: Turning Lost Patients into Found Revenue

By: *Luke Meert, FHFMA*

Botsford Hospital

Corporate Director Accounts Receivable

lmeert@botsford.org

In March, 2007, after fending off problems with the “scheduling-to-treatment” experience for elective diagnostic imaging patients, the Patient Access team at Botsford Hospital (Farmington Hills, Mi) committed to making dramatic changes aimed at turning a patient irritator into a patient satisfier.

For starters, Botsford’s Access Team recognized that the old pre-arrival patient experience (schedule, register, verify, financially clear, confirm, and remind) had many areas of great opportunity:

- Short 2-day or 3-day gaps between patient scheduling and patient treatment
- Little opportunity for complete, instructive hospital-to-patient communication on pre-treatment clinical preparations or financial expectations
- Patients presenting, but:
 - o “Lost and late” because they had trouble locating the right office or finding a parking spot
 - o Without the documentation needed for treatment to be completed (such as physician orders, referrals, insurance cards, or photo identification)
 - o Caught off-guard by financial expectations of pre-treatment payments (for coinsurance, deductible, or non-covered service deposits)
 - o Without having satisfied pre-treatment clinical preparations and instructions
- Patients not presenting at all because they:
 - o Forgot their appointment
 - o Forgot to call and cancel their appointment

To take advantage of these opportunities the Access Team developed and introduced the “Scheduling Success Tool Kit,” a collection of processes, patient services, and software applications aimed at delivering a “no surprises” pre-arrival experience:

- The “Fast Program”
 - o “Fast Access” via physician office web-based scheduling
 - o “Fast Answer” guarantee of next-day-treatment
 - o “Fast Pass” financial clearance prior to treatment
- “80-80 Schedule-Register-Verify” Metrics
 - o 80% register-to-schedule rate four weeks out
 - o 80% verify-to-register rate three weeks out
- The “Hand Holder Program”
 - o Comprehensive patient pre-mailings seven days prior to treatment date
 - o Patient reminder calls two days prior to treatment date

Now into its third year, the Scheduling Success Tool Kit has had a profoundly positive impact on the “schedule-to-treatment” experience for both Botsford and Botsford patients:

- Decreased no-show rates

Scheduling Success from page 11

- Decreased late arrival rates
- Decreased cancellations due to patients arriving unprepared for visit
- Decreased open appointments from no-shows
- Decreased treatment delays due to late arrivals
- Decreased patient complaints
- Decreased follow-up work to reschedule no-show or unprepared patients
- Stable revenue despite lower over patient volume

At “Scheduling Success” attendees:

- Learned about the Scheduling Success Tool Kit
- Took home Tool Kit samples to use as a start point in their own program development
- Heard from managers and application providers participating in Botsford’s program
- Saw and heard about software tools and services including:
 - o USAA Native Web, software that gives physician office clients direct access to Botsford’s appointment schedule
 - o Clientell, a service that provides automated appointment reminder calls to patient 2-3 days prior to service
 - o HandHolder, a mailer service that provides appointment confirmation, test preparation instructions, financial clearance information, and driving-parking-walking directions. Patient mailings occur 6-8 days prior to service.

Social Activities Committee – Annual Bowling Night - February 18, 2009

By: *Peter Stewart*
Health Alliance Plan
Manager, Auditing Services
pstewart@hap.org

The annual bowling event was held February 18 at Langan's Norwest Lanes in Farmington Hills. We had 19 bowlers this year including past president Marina Houghton, current president Steve Collard and president-elect Elyse Berry. Everyone enjoyed pizza, salad, pop and a few cold ones while sharing some laughs with their peers.



It's getting late and a tired Paul Talbot tries a new technique as Pete Stewart looks on.



Rodica Gabor celebrates a strike as Pete Stewart cheers her on.

Collaboration Among Committee Members Results in a Win-Win

By: Johanna Skolnik
Managed Care Committee Co-Chair
Henry Ford Health System
jskolni1@hfhs.org

Last year, Managed Care Committee Co-Chair Amy Vandecar authored a HealthCents article, “Looking for a Highly Informative Speaker for your Next Committee Meeting?” The key message of the article was that many times the “experts” that we seek to present at a committee meeting, head a round table discussion, or educate us on the latest trends in Managed Care, are sitting right across the table...our own committee members.

The Managed Care Committee took the article’s message to heart when they decided to develop a Win-Win Contract Language Tool. Born from the discussions mentioned in the article, the Win-Win Contract Language Tool was developed over multiple committee meetings during the 2008 season and the beginning of 2009. It began with consensus on the typical contract language terms that should be included in an effective agreement, but consistently take the longest to negotiate. With that done, the committee discussed how both sides, provider and health plan, could agree on the various terms with fewer volleys than typically ensue during negotiations.

The result of our discussions is a grid of nine commonly negotiated contract terms which include the provider and health plan perspective as well as the proposed mutually agreeable language. I’ve used eight of the nine solutions in my negotiations since the tool’s implementation with more success than not.

To date, the tool has only been distributed within the Managed Care Committee membership, but now can be viewed by clicking on the following link “[Contract Language Tool](#)” or go to the chapter Web site at www.hfmaemc.org click on Chapter Documents in the left-hand column and then click on Contract Language Tool.

The committee plans to revisit the tool for updates and possible additions in 2009/2010. We hope that you will find it useful and welcome your input for future updates.

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2008–2009 Board of Directors, Officers and Committee Chairs
Chapter website www.hfmaemc.org

2008–2009 OFFICERS	Committee	Chairperson(s)	E-mail address
<i>President</i> Stephen R. Collard, CMA scollard@beaumont-hospitals.com	Awards/Recognition	Ken Lipan	klipan@dmc.org
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