

HealthCents



hfma[™] eastern michigan chapter
healthcare financial management association



In This Issue

[Fall Conference 2013 Dates](#)

[Thinking that Self Pay is Going Away?](#)

[Leadership Training Conference Certification](#)

[Social Committee Upcoming Events](#)

[Did you Know? Certification](#)

[Chapter Sponsors](#)

Chapter Links

[Chapter Officers, Directors and Committee Members](#)

[Chapter Calendar](#)

New Members March - May 2013

[New Member List](#)

HFMA Virtual Conference

Free to HFMA Members

July 17

What Leading Organizations Do to Reduce Cost and

Volume 60, Issue 1

June 7, 2013

President's Message

By: Amy Vandecar
avandec1@hfhs.org

As my year as HFMA-Eastern Michigan Chapter's President approached, I was quite nervous and overwhelmed. However, after attending the Leadership Training Conference (LTC) in April and talking with other HFMA Chapter leaders, I can now say that I am really excited, enthusiastic and ready!



Eight leaders from our local Chapter attended the National LTC that was held April 21st-23rd in Anaheim, CA at the Disney Hotel & Resort. We had a chance to share ideas with people in similar roles from HFMA chapters from around the country, from Southern California to upstate New York. Ken Stoll, our outgoing Regional Executive wrote a great article found below in this issue of Health Cents that talks more about the LTC.

On May 10th our local Chapter Leaders gathered in Troy to conduct our "mini" LTC. At this four hour meeting our Chapter Officers, Board Members and Committee Chairs had the opportunity to recap our previous year's performance and discuss the goals and plans for the upcoming year.

[Read full article](#)

Up-Front - Editor's Letter

By: Sherrie White and Michelle Giurlanda
slwhite@beaumont.edu or mgiurlanda@beaumont.edu

Hurrayyyy!!!!!! Summer is finely here, even though it may not have seemed like it over the holiday weekend. Picnic's, waterparks, sun, sand and of course golf, there is no better time in Michigan than summer.

We ran across an interesting piece of information while on the hot word, dictionary site that we thought others might find interesting:

Where does the "bee" in "spelling bee" come from?

**Improve Quality
Non-Member charge
\$155 and includes a 1-
year HFMA
membership**

Register Now

Save the Date!!

60th Annual
HFMA MI Chapters
Fall Conference

Monday,
October 21 &
Tuesday,
October 22, 2013

Conference Location
:
Inn at St John
Plymouth, MI

Theme:
Riding the Wave of
Healthcare Reform



Upcoming FREE Webinars

National HFMA is offering several webinars on some very interesting topics. There is no charge to HFMA members and you can get the education without even leaving your office or home.

Click link below for topics and dates.

"Bee" is derived from the Old English bēn meaning "a prayer, a favor." By the late eighteenth century, bee had become commonly associated with the British dialect form, been or bean, referring to the joining of neighbors to work on a single activity to help a neighbor in need: sewing bee, quilting bee, etc. This derivation counters a long held belief that "bee" refers to the buzzing insect and the social nature of a beehive.

This time of year also welcomes our new officers. Without them, our HFMA chapter would not be as successful as it is. We want to take a moment and thank them for their time and dedication.

Don't forget the upcoming summer HFMA events. The golf outing is coming soon and of course the ever popular Tiger's baseball game. Good times can be had by all.

As always, please feel free to contact Sherrie and Michelle with any ideas and/or suggestions that will help you our members. Enjoy the summer season and we hope everyone has a safe and wonderful summer.

Sherrie and Michelle

Thinking that Self Pay is Going Away? Think Again

By: Lyman Sorenberger
lyman.sorenberger@aol.com

So you are thinking with exchanges that the self pay will go away. Not! It is projected the national out-of-pocket expenses will rise more than \$400 billion by 2016-double the amount in 2001. Mandated coverage in 2014 will increase basic insurance plans, leaving the patient covering up to 40% of the responsibility. This is a change with a patient population that has a potentially low propensity to pay. In addition, the percentage of Americans enrolled in employers' high deductible plans jumped to 28% in 2012.

Did you know?

- 55% of the patient financial responsibilities are never covered
- 81% of "true" self pay responsibilities are never covered
- 2X the additional cost to collect from the patient vs. the payer
- In 2007 patient responsibility was 12% of the total revenue
- In 2012 patient responsibility was 30% of the total revenue
- Self Pay has become the number three payer behind Medicare and Medicaid
- Consumer out of pocket financial responsibility is expected to be as much as 32% more per family in 2014
- "Insured" patient doesn't guarantee full payment
- A new skill set is required to enroll, educate, and advocate for the patient
- ICD.10 potentially will increase the patients responsibility

Resource McKinsev Quarterly "The Next Wave of Change for US

[Register Now](#)

June 11 - Make Better Decisions for your hospital using Service Line-Based Cost Accounting

June 13 - How to control Costly Physician Preference Items

June 26 - Health Information Exchanges: Managing Expectations to Sustain Assets and Operations

Plus many more each month.

CHFP Certification



FHFMA Certification



Join Our List

[Join Our Mailing List!](#)

Healthcare Payments"

[Read full article](#)

Getting to Know New Member - Jordan Marchewka

New Member: Jordan Marchewka
Organization: Ernst & Young
Title: Assurance Staff
HFMA Member Since: February 2013
Years in current position: 1
Joined HFMA: February 2013



"Get to Know You" questions:

1. Favorite soft drink? Coke Zero
2. Top 3 songs on your iPod? 1) Ships in the Night by Mat Kearney 2) No Sleep by Eric Thomas 3) 10,000 Reasons by Matt Redman
3. Greatest indulgence? Donuts from Hinkley Bakery (Jackson, MI)
4. If I had time, I would like to learn: Greek
5. If I had time, I would like to travel to: Alaska
6. Favorite midnight snack: Cereal
7. Three things you'll always find in my fridge: Coke Zero, Carrots, and Milk
8. What is in your briefcase? A stapler, thousands of staples, a lot of mechanical pencils, and several notebooks from each audit engagement I participated in this year
9. You would be surprised to know: During my senior year of high school, I was First Team All-State in two sports in one season (soccer and football)
10. Greatest career achievement: Receiving an offer to begin my career at Ernst & Young
11. In case of fire, I would grab my: Ipad
12. Proudest moment: Graduating from Albion College (May 2012)
13. Favorite breakfast: Chocolate Chip Pancakes
14. Restaurant we might bump into you: Qdoba Mexican Grill
15. Favorite saying: "Pray as though everything depended on God. Work as though everything depended on you." - St. Augustine
16. Person I would like to meet: Tim Tebow
17. Last book read: The Secret to Success by Eric Thomas
18. Dream automobile: Audi R8
19. Someday I hope to: Obtain an MBA or MHSA from the University of Michigan

HFMA Did You Know: Leadership Training Conference

By: Ken Stoll, Region Six Executive and Central Ohio Chapter Past President

kestoll@ucbinc.com



Did you know that a Leadership Training Conference is held each year in order to prepare your local chapter board members, directors and officers for their roles in the upcoming HFMA year? Also known as "LTC" this is a wonderful event where new chapter attendees, veteran chapter officers and national representatives of HFMA interact to glean information from each other in coordinated courses designed to share best practices. Based in Chicago, IL, HFMA has about 100 paid associates who direct an organization of over 34,000 members and thus depend on hundreds more volunteers locally and nationally to administer and deliver education and other resources to membership.

[Read full article](#)

A Letter from Kate Nagy - Fifth Third Bank Sponsor

Today, studies indicate that 1 out of every 4 dollars from medical payments comes directly from patients.* Unlike government and insurance payments these payments can be difficult to determine and time intensive to collect. The best chance to collect patient payments is before the patient leaves the healthcare setting.

RevLink Collect is Fifth Third Bank's new, comprehensive patient payment solution that helps you accelerate patient payments, improve cash flow, and reduce bad debt.

RevLink Collect is a Web Based system that enables you, at the point of care, to get real time patient eligibility and benefits verification as well as obtain current deductible and co-insurance balances. Based on this information, you are able to estimate the patient responsibility and collect payments via check, cash, credit card or ACH. *RevLink Collect* also offers an online Patient Portal which allows your patients to pay outstanding balances via card or ACH.

I invite you to check out this 3 minute auto-play demo to learn more about *RevLink Collect*

<https://www.53.com/site/commercial-banking/industry-specializations/healthcare.html>

*McKinsey Quarterly, May 2010

Kate Nagy, CTP
Vice President, Treasury Management Healthcare Banking
Fifth Third Bank
Phone: 248/603-0679

kathryn.nagy@53.com

Spring Certification Update

By: Mike Klett, Chapter Treasurer

mklett@med.umich.edu

One of the many proud accomplishments of our chapter is the number of active certified members. Presently 9.5% of our chapter members carry the credentials of CHFP (Certified Healthcare Financial Professional) or FHFMA (Fellow of Healthcare Financial Management Association). This is 15% higher than the HFMA national average.

[Read full article](#)

Social Committee Update

Upcoming Events for Summer 2013

Mark your calendar and join the fun!

Upcoming Events

Golf Outing (registration closed)

Monday, June 10

Location: Edgewood Country Club, 8399 Commerce Road, Commerce, MI 48382



Tiger's Baseball Game

Tentatively scheduled for Tuesday, July 30

Tiger's vs. Washington Nationals



Registration coming soon for baseball.

We will be planning events for the fall if you have any ideas email Sherrie White or if you would like to be on the social committee and help plan.
slwhite@beaumont.edu

**TidBits - Pictures from the April Member Meeting
taken by Rhonda Main.**







Call For Articles

Do you have a best practice in your field? Have you overcome a challenging business issue? Share your knowledge with your fellow HFMA members. Please submit articles to Michelle Giurlanda mgiurlanda@beaumont.edu or Sherrie White slwhite@beaumont.edu

The next HealthCents deadline is August 16, 2013.

HealthCents Submission deadlines for 2013-14

October 18, 2013
January 17, 2014
March 14, 2014
May 16, 2014

HFMA-EMC Chapter Sponsors

Thank you to our 2012-2013 Annual Chapter Sponsors for another great year! We look forward to working with you again for the 2013-14!

Platinum Sponsor

Fifth Third Bank
HealthPlus of Michigan
L & S Associates, A Human Arc Company
L J Ross Associates

Gold Sponsors

Accretive Health
Baker Healthcare Consulting, Inc.
Beaumont Health System
Detroit Medical Center
HBCS
Henry Ford Health System
McLaren Macomb
Oakwood Healthcare, Inc.
The Rybar Group, Inc.
St. John Providence Health System
TCF Bank Equipment Finance
Trinity Health
United Healthcare Community Plan

Silver Sponsors:

Advomas
American Express
Blue Cross Blue Shield of Michigan
CBCS
Hall Render Killian Heath & Lyman, PLLC
Lubaway Masten & Company, Ltd.
Molina Healthcare of Michigan
Plante Moran, PLLC
Priority Health
TLM Consulting, Inc.

Bronze Sponsors:

Americollect
Bottom Line Systems, Inc.
Clark Hill, PLC
Crowe Horwath, LLP
Dykema Gossett, PLLC
Honigman Miller Schwartz and Cohn, LLP

Hurley Medical Center
Karmanos Cancer Institute
Keybridge Medical Revenue Management
King & Spalding, LLP
Kitch Attorneys & Counselors
United Collection Bureau
University of Michigan Health System
Whittaker Group Healthcare Recruiting & Executive Search, LLC
Wolinski & Company, CPA, PC - Certified Public Accountants

**Thank you for your generous support. We
could not provide the wonderful programs
we do without you!**

Rybar Group Sponsor Ad



Innovative Strategies. Exceptional Results.

RESULTS-DRIVEN SOLUTIONS WITH LONG-TERM VIABILITY

- Reimbursement and Payment Strategies
- Revenue Cycle Management
- Blue Cross Revenue Cycle
- Special Medicare Payment Designations
- Critical Access Hospital Financial Performance Optimization
- Medicaid Payment Strategies
- Data Quality and Compliance

PHONE: 810.750.6822
info@theybargroup.com
www.theybargroup.com



HealthPlus of Michigan

"13,000 health professionals trust HealthPlus for their own coverage. That's a big Plus."



- ✓ Personal attention by a dedicated Customer Service team
 - ✓ Easy transition from other health plans
 - ✓ Customizable HMO, PPO and self-funded health plans
 - ✓ Comprehensive benefits; valuable member discounts; competitive prices
- To enroll, contact your independent agent or call:
1-800-530-9071
www.healthplus.org

HealthPlus 
The Right Plan for a Healthier You™

HealthPlus goes above and beyond for providers.

HealthPlus HMO is a product of HealthPlus of Michigan, Inc. HealthPlus PPO is a product of HealthPlus Insurance Company.
© 2011 HealthPlus of Michigan