

HealthCents



hfma[™] eastern michigan chapter
healthcare financial management association



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New Members

Mar - Apr 2014

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Save The Dates!!

61st Annual
HFMA MI Chapters
Fall Conference

Monday,
October 20 &
Tuesday,
October 21, 2014

Conference Location:
Inn at St John

Volume 61, Issue 1

June 6, 2014

President's Message

By: Mike Berryman

mike.berryman@adp.com



Hello Eastern Michigan HFMA members.

School days are winding down and spring is quickly turning into summer. Each year at this time we have the opportunity to look ahead to the things we are most excited about as we move through the coming months. For our Chapter, and for HFMA nationally, it is a time to reflect on the many things needed to deliver on the HFMA promise of quality education, ongoing professional development, and an engaging networking environment. The volunteers involved in planning, communicating and executing each event, the providers that demonstrate ongoing engagement with our Chapter, the speakers that keep us informed at a time of accelerating change, and the sponsors that provide financial support and thought leadership within their areas of expertise, all play key roles in keeping our Chapter strong.

It only takes one missing piece to throw a chapter out of balance. Based on the solid foundation our Chapter has built over the years, our key indicators tell us that we're on the right track. While our broad base of members, education hours, percentage of certified members and financial strength tell an important part of the story, member satisfaction is also a positive reflection of our performance as a Chapter. We continue to consider ways to increase the level of value and convenience for our members understanding that increasing workloads require us to make the most of each hour within our busy days. Recently we have begun to make some live educational events accessible via remote web access, and the feedback we have received to this point has been extremely positive. With this in mind, the Chapter leadership team welcomes any additional suggestions, and ideas you have to make the HFMA experience as valuable as it can be.

Looking ahead we have a great mix of professional education and social events to look forward to including our annual golf outing and family-friendly night at Comerica park to watch the Tigers take on the Royals.

Upcoming Events!

Plymouth, MI

Theme:
We're All In This
Together



Save the Dates!

You asked for more
Excel Webinars and
we made this
happen!

Free Region 6
Webinars

July 1 -
10-11:30 AM EST

Working with
Dates & Times
in Excel

September 9
10-11:30 AM EST

Goal Seek,
Solver and
Other Excel
Data Analysis
Tools

Watch your
email for
registration

Insurance & Reimbursement Committee Meeting

When: Thu, June 12, 8:30am - 10:30am

Where: Davenport University, 27650 Dequindre Road, Warren, MI 48092
Room 401 (4th Floor)

Description: Proposed Rule Speaker: Vickie Kunz

[Map to Davenport](#)

Directions to the facility:

Davenport University is the taller of the two buildings. There are two elevators to the fourth floor (one in the front of the building and one in the back of the building). The campus is almost directly across the street from St. John's Macomb-Oakland Hospital on Dequindre about 1 - 2 miles north of I-696.

August Member Meeting - Washington Update

When: Tue, August 19, 2014

Where: St. John Providence Southfield - Fisher Auditorium

Description: Washington Update Speaker: Brett Hickman,
Partner, PricewaterhouseCoppers

Cost: Bring schools supplies for Operation Kid equip. and there is no charge to attend. [Click here for a list of supplies needed.](#)

SAVE THE DATES:

HFMA/MPAA/MAHAP - Revenue Cycle Conference

September 17-19, 2014

Soaring Eagle Casino, Mt. Pleasant, MI

Theme: Delivering Permanent Change

Keynote speakers:

John Currier, National First Vice-President

Your Patient is Now Your Consumer: Can Hospitals Evolve from Patient Satisfaction to Consumer Loyalty

Todd Sperl, Managing Partner, Lean Fox Solutions

Change What We See/Change How We Act/ Change Where We Reach:
Learning Lean in Healthcare

Joseph Fifer, President and CEO, HFMA

The Only Thing That Stays The Same is Change

HFMA/MCACHE Fall Conference

October 20 & 21, 2014

Inn at St. John's, Plymouth, MI

Theme: We're All In This Together!

This year we have expanded to 4 executive panel discussions, the topics include the following and those speakers that we have recruited to speak so far: (Stay tuned for additional panelists to be added.) There will also be 12 breakout sessions on "hot topics" and a keynote speaker to kick-off the conference.

1. Physician Relationships

Speakers:

information coming soon!

Upcoming FREE National 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.

Register Now

June 5 - How Consumer-Friendly Billing Increased Self-Service Payments at El Camino Hospital

June 9 - Using Data Analytics With Clinical Staff to Evaluate Length of Stay & Patient Satisfaction

June 10 - A Crash Course in Cost Accounting

June 11 - 2015 Exchange Open Enrollment Planning: Increasing Patient Assistance & Minimizing Disruption

June 17 - Panel Discussion: Catering to Patients as Consumers While Increasing Volume & Revenue

June 18 - Proven Patient Engagement Tactics That

Paul Misch, MD, Professor & Health System Chair, Beaumont Health System

Paul Harkaway, MD, Vice President of Clinical Integration, CHE Trinity Health

Bruce Muma, MD, FACP, Chief Medical Officer, Henry Ford Physician Network

2. Beaumont/Oakwood/Botsford Merger

Speakers:

Gene Michalski, President & CEO, Beaumont Health System

Brain Connolly, President & CEO, Oakwood

Paul LaCasse, D.O., MHP, President & CEO, Botsford Healthcare

3. Challenges in Career Changes - Changing Perspectives

Speakers:

Jim Connelly, Executive Vice President, Henry Ford Health System and President & CEO, Health Alliance Plan

Michael Freed, President & CEO, Priority Health

Luanne Thomas Ewald, FACHE, Vice President of Business Development & Strategic Planning, Children's Hospital of Michigan

4. C-Suite Executive Panel

Speakers:

Lynn Torossian, CEO, HFHS West Bloomfield

Mary Zuckerman, Senior Vice President, Operations & Integration, St. John Providence Health System

Upcoming Social Events:

Tuesday, June 17, 2014 - Tiger Baseball Game

Monday, July 14, 2014 - HFMA Golf Outing at Edgewood Country Club

For those of you that would like to get involved in our Chapter, I encourage you to let us know. Whether you are someone that is new to Healthcare Finance or someone that has been a member several years, there are many ways to actively participate in the Chapter. We welcome the opportunity to get to know you better, and assist in finding a role that best fits with your area of professional and personal interests.

On behalf of the Chapter leadership team, we look forward to seeing you at an upcoming event.

Mike Berryman

Up-Front - Editor's Letter

By: Tina Stone &

Bill Bollinger

Greetings from Bill Bollinger and Tina Stone, the NEW co-chairs for your HFMA Newsletter, HealthCents. We both share the excitement of having an active role in HFMA, and most importantly, a role in which we can



Lead to Better Financial Outcomes

June 19 - Harnessing Data Normalization to Drive Product Savings

Jul 16 - Managing Staff Productivity to Maximize Output & Control Costs

Aug 21 - Understanding How Predictive Tools Help Expedite Value Analysis

Oct 16 - Controlling Costly Physician Preference Items

All Webinars are FREE for HFMA members

CHFP Certification



FHFMA Certification



Join Our List

[Join Our Mailing List!](#)

reach out to you with accurate and timely communication so you can be well connected to a vibrant lifeline of healthcare financial management information. We plan on continuing all the hard work our predecessors contributed as well as introduce some new ideas to continue to grow and enhance our Newsletter throughout the year. Keep in touch to see these upcoming changes!

Bill is a Senior Regional Director with Recondo Technology and has worked for healthcare revenue cycle service and application providers for over fifteen years at companies including McKesson, Craneware and Per-Se Technologies.

Tina can be reached at CHE Trinity Health System office in Livonia . She is a Sr. Revenue Management Analyst with Reimbursement and Integrity for the CDM Pricing Team. She was previously with Henry Ford Health System where she held positions in Cost Reimbursement, Managed Care Contracting, Provider Enrollment A/R, and PFS.

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<https://twitter.com/HFMAEMC>

Please feel free to share any new ideas, article, pictures, etc. for our upcoming Newsletters. Bill can be reached at Bill.Bollinger@recondotech.com and at 586-446-9263. Tina is at Tina.Stone@trinity-health.org or 734-343-2654.

Healthcare in Transition: Retail Opportunities Abound

By: Steve Fehlinger, FHFMA, Senior Consultant, Lubaway Masten and Co., Ltd.

Healthcare costs are approaching 20 percent of GDP, outstripping inflation and economic growth with significantly more services provided to the aging baby boom generation. While health care is an important contributor to the economy, many feel 20 percent of GDP is not sustainable.

Healthcare spending in the United States was \$2.6 trillion in 2010. By 2021, healthcare expenditures will reach \$4.8 trillion or about one-fifth of the economy.[1] For American families in 2012, healthcare costs exceeded \$20,000 for the first time.[2] For many families, this easily exceeds the cost of a mortgage premium and property taxes. For those employees whose healthcare premiums are paid by their employers, more costs are being passed on to employees making them consumers. The Patient Protection and Affordable Care Act implemented in 2010, has created more consumers by embedding in law the concept of high deductible health plans. Although new federal tax subsidies will help reduce health insurance rates for many consumers, many individuals and families do not qualify.

[Full Article](#)

How Hospitals Are Shifting Resources Post-ACA

By: Susan Harrison, Associate, Lancaster Pollard Health Care Group

sharrison@lancasterpollard.com

and Steve Kennedy, Managing Director and member of the Executive Committee, Lancaster Pollard

skennedy@lancasterpollard.com



Re-printed from The Capital Issue April - May 2014.

Health care reform has caused a seismic shift in the U.S. health care landscape. The aftershocks continue to be far reaching-toppling long-standing paradigms and causing hospitals to reevaluate how they currently operate.

With the implementation of the Affordable Care Act in 2010 ("ACA"), the existing methods of revenue generation for hospitals were directly impacted due to reduced reimbursement levels on Medicaid and Medicare payors going forward. Concurrently, the ACA assigned incentives and corresponding penalties to health care providers to drive higher quality care and cost savings, which directly affects existing providers.

[Full article](#)

May Award Meeting and Installation of Board Members

Congratulations to the award recipients recognized at the May Member Meeting!

Follmer Bronze Award

Sharon D. Bayliss, FHFMA, CPA
Sharon A. Foley
Michelle Giurlanda
Brian J. Smitt
Sheila Yono

Reeves Silver Award

Jo Ann Roberts

Muncie Gold Award

Jeffrey Beck, FHFMA
Michael J. Berryman
Michael T. Klett, CPA
Marilyn Litka-Klein, CPA
J. Michael O'Brien, MBA, MA

Nancy J. Rocker, FHFMA

Medal of Honor

Mark A. McIntosh

Thomas F. McNulty Award

Elyse A. Berry, FHFMA

Lawrence C. Redoutey Award

Stephen A. Fehlinger, FHFMA

**William J. Lubaway Award
for Outstanding Committee Chair**

Nancy J. Rocker, FHFMA, Fall Conference Co-Chair
Robert J. Dery, CPA, Fall Conference Co-Chair

New Member of the Year Award

Jason C. Williams

To see pictures of the Installation of the Board and award winners see
May Member Meeting picture album.

[May Member Meeting Album](#)

Healthcare Financial Management is a Marathon

How to Stay Fired Up, Pumped Up, and Inspired

By: Matt Jones, motivational speaker and thought leader

www.matthewdjones.com



Healthcare financial management like a marathon can be an endurance event. More than ever healthcare is facing uncertainty and change. Ralph Waldo Emerson said, "Nothing great was ever achieved without enthusiasm." Everyday as a healthcare financial manager you have the opportunity to help make a difference and impact in the lives of patients. In order to do be your best you need to stay energized to cross the finish line. In this article you will learn how you can remain fired up, pumped up, and inspired as healthcare financial manager.

On September 11, 2002 my life forever changed. At the age of 23 I was told by my doctor, "You have cancer." After spreading to the fluid in my brain, I slipped into an unconscious state. Doctors did not think I would live. Against all odds, I recovered and had a successful bone marrow transplant. Due to brain damage I had to relearn how to walk and from that went on to run five marathons on five continents. Below are three victory strategies that helped me and you can use to stay fired up, pumped up, and inspired in the marathon of healthcare.

1. Visualize Your Victory

When it comes to your victory as a healthcare financial manager, it's not the outside stuff that matters but the inside stuff that counts. It is easy to get discouraged by all the changes happening in healthcare. To stay fired up, pumped up, and inspired it is essential to be clear on the victory you want to achieve. Once you can see it, believe it's possible, then you can do it. Lying in my hospital bed I visualized myself crossing the finish line of a marathon. The key is focus on the victory you are striving to achieve instead of focusing on all the challenges.

2. Take Action

How do you run a marathon? One-step at a time. In order to fulfill the vision you are visualizing, you must take action every single day. It does not matter how small it is. The key is to do something everyday that moves you closer to your vision. This builds momentum. Think back to science class and inertia. Objects at rest tend to stay at rest, while objects in motion stay in motion. Remember it is not enough to stare up the steps, you have step up the stairs.

3. Check Your Attitude

In order to complete a marathon I had to have the belief it was possible. Daily I had to check the negative self-talk and the self-defeating inner dialogue. The little voice that says it is impossible. Once you have the attitude that your vision is possible, you will take the necessary action.

Healthcare financial management like a marathon is an endurance event. It is a roller coaster with ups, downs, and surprising turns. Crossing the finish line was one of the greatest victories in my life. Through Visualizing your Victory, Taking Action, and Checking your Attitude you will be able to cross your finish line by staying fired up, pumped up, and inspired.

2014-15 Officer Introductions



Mike Berryman, President

Mike Berryman became a member of HFMA in 2008 and has served Eastern Michigan HFMA in multiple roles including Membership Co-Chair and Board Member. He has spent the better part of his 20 plus year professional career in business development roles within financial service organizations including GE Capital, TCF Equipment Finance and in his current position with ADP where he supports hospitals in the seven state Great Lakes Region. In recent years he has also served as elected Precinct Delegate in Ferndale where he currently lives with his wife and three Daughters. He is a Walsh College and University of Michigan Alum, and enjoys Wolverine Football season tickets.



Doug Banks, President-Elect

Doug Banks has over 25 years in Healthcare Finance experience in numerous aspects from accounting, reimbursement, budgeting, revenue cycle and auditing. He has three kids in high school, middle school and elementary school. His current hobbies are mostly his family, but he also finds time to contribute to HFMA and to being a martial arts coach. Doug has been an HFMA member since the 1980's and has served previously on various committees and the Board. Doug is an FHFMA and has facilitated prep courses for certification at ANI and for the Eastern Michigan Chapter.



Mike Klett, Secretary

Mike Klett has approx. 20 years in Healthcare Finance specializing in reimbursement and has served the last 10 years as the director of reimbursement at several health systems. He also has a public accounting/consulting background previous to those roles. One of the most rewarding aspects of his work experiences are the personal relationships that he has made over the years with colleagues he has worked with and also those relationships cultivated through HFMA.

In 2005 Mike and his wife Stacey moved to Eastern MI from Indianapolis and has been a member of HFMA since the mid 1990's. He has served previously as a member of the Board and was a chair of several committees. Mike is an FHFMA and passionate about the value of certification brings to HFMA members. When Mike isn't watching the latest Disney movie with his family he is outside chasing his daughter around his South Lyon neighborhood.



Sharon Bayliss, Treasurer

Sharon currently serves as the Corporate Director, Accounting, at Oakwood Healthcare in Dearborn, where she has been for the past eight years. Prior to that, she was an audit manager at Ernst & Young, where she worked on the audits of several of the Detroit area healthcare clients. She is a FHFMA as well as a CPA. Sharon resides in South Lyon with her husband and two daughters. Within our chapter, Sharon has served as co-chair of the Financial Accounting and Reporting Committee for several years and as a Board Member for the two prior to taking on the Treasurer role.

Fall Conference Breakout Speakers Needed

The fall conference committee is looking for speakers for the breakout sessions for HFMA/MCACHE fall conference on October 20 & 21. These sessions are 75 mins. in length which includes 15 mins. for Q & A. If you would like to speak at the event, please complete the Fall Conference Presentation Submission form by **June 16**. Below is the link to the on-line form. (If you know of a speaker please pass along the form link.)

<http://www.hfmaemc.org/pages/PresentationSubmission.html>

We would like to have this conference be one of the premier educational programs in Michigan for health care information.

If you have questions contact Susan Stokes at susan-stokes@comcast.net or 586-786-9532.

Social Committee Events Recap and Update

By: Pete Stewart and Rob Carlesimo

Volunteer Event

The Annual Volunteer Appreciation Event was held on Friday March 14, at Palacio D' Bocce in Auburn Hills. It was attended by 9 Volunteer as we had four work related cancellations at the last

minute. The volunteers included the outgoing President Amy Vandecar and the incoming President Mike Berryman. We had a nice Italian lunch followed by an hour and a half of Bocce Ball.



Tiger Game

We're flip-flopping the Tiger game and golf outing this year in hopes that we get better attendance at the golf outing by moving it to Monday July 14th. The Tiger game will be **Tuesday, June 17th** this year against the Kansas City Royals. We've already purchased the tickets and will once again have 35 available. We made it a point to get tickets on the right side of the aisle as you look at the field so we don't have people walking past us the whole game like last year. We'll once again kick things off with a networking session at Nemo's before the game where you can have a hamburger and a beverage with fellow members. The Nemo shuttle is included in the price. We've got 35 tickets that will be sold on a first come, first serve basis. Hope to see you there!

To register and for more details; click the link below for the brochure.

[Tiger Game Brochure](#)

Golf Outing

The Annual HFMA Golf Outing will be held **Monday, July 14th** at Edgewood Country Club in Commerce Township. The course maintenance staff worked extremely hard throughout this tough Michigan winter to minimize the impact to the course of the record temperatures and snowfall. We're hoping that moving the outing to July will increase attendance as there will be less competing outings and no ANI to contend with. We'll have the usual strip steak dinner and plenty of raffle prizes to award. Below is the brochure to register. We hope to see you there!



[Golf Outing Brochure](#)

Pete, Rob, and the Social Committee members

Regional Executive Message

By: Chris Milligan, Region 6 Regional Executive



It's hard to believe that another chapter year has come and gone. It seems like just yesterday we were meeting at LTC in Anaheim, California getting ready for a great chapter year. I cannot thank our region and specifically your chapter enough for all your hard work, dedication and support that you have provided to HFMA this year. On a personal note, I wanted to thank you for the hospitality that everyone showed me during my travels to all of the chapters this year. We truly have a great region, made up of great leaders, volunteers, sponsors and members

It is because of that dedication that our region enjoyed a great deal of success this year. As a region we set records in education hours, and member satisfaction. Additionally, we continued to expand our regional webinar series to insure we are providing topical, cost effective education to our membership and developed a regional certification committee to help our chapters share the value of certification to our membership.

In addition to the success that we had as a region this year, the Eastern Michigan chapter had an absolutely outstanding year! Based on the April 17, 2014 Chapter Balance Scorecard Report (CBSC), Eastern Michigan was on target to achieve a 100 point ranking this year. This is a very significant accomplishment that you should all be very proud of. Some specific areas that you excelled in this year included;

- Member Satisfaction -71% of your membership stated they "very satisfied" with the chapter.
- Membership - exceeded your membership goal of 617 members.
- Certification - exceed your certification goal of 8.3% of your members being certified.

Chapters within our region and on a national level have all struggled in these areas this year. The fact that Eastern Michigan was able to not only meet, but exceed these goals and achieve a 100 point score is nothing short but amazing! Eastern Michigan will be receiving multiple awards for these efforts at this year's Annual National Institute in Las Vegas, Nevada.

Your chapter and or region is well positioned to continue to achieve a great deal of success in the years to come. However this success is based on the leadership and support of people like you, our members. I encourage you to stay engaged with your chapter in the coming year and speak to your chapter's leaders to see if there is an opportunity for you to get more involved.

Once again, thank you for a great year and for the opportunity to represent you as your regional executive. It has truly been my honor and privilege.

Enjoy an even better 2014/2015 chapter year!
Chris Milligan

Are You Ready for Healthy MI Plan?

By: Cheryl Comeau, Healthcare Consultant, Lubaway Masten & Co., Ltd.

At the May 16th HFMA-EMC Member Meeting, Jackie Prokop, Director Program Policy Division for the MDCH, presented an update on the Healthy Michigan Plan (HMP) which received approval from the Centers for Medicare and Medicaid Services on December 30, 2013 and was launched April 1, 2014. The Healthy Michigan Plan is a new category of eligibility authorized under the Patient Protection and Affordable Care Act and Michigan Public Act 107 of 2013 that makes health care benefits available to low-income Michigan residents at a low cost while promoting the adoption of healthy behaviors. How prepared is your organization for Healthy MI Plan? Below are some highlights and key takeaways from Jackie's presentation that all providers should be aware of.

[Full Article](#)

Leadership Training Conference (LTC) -

LTC Picture Highlights



Pictured L to R: Amy Vandecar, Past President, Mark McIntosh, Program Co-Chair, Nancy Rucker, Fall Conference Co-Chair, Diane Justewicz, Program Co-Chair, Mike Berryman, President, Sharon Bayliss, Treasurer, Mike Klett, Secretary, Doug Banks, President-Elect and Bill Bollinger, Newsletter Co-Chair



Chapter Strategic Planning time at LTC with Regional Executive, Mary Whitbread, Mike Klett, Secretary, Doug Banks, President-Elect, Sharon Bayliss, Treasurer, Nancy Rocker, Fall Conference Co-Chair, Diane Justewicz, Program Co-Chair, Amy Vendecar, Past President, Mark McIntosh, Program Co-Chair and Mike Berryman, President

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 Bill Bollinger bill.bollinger@recondotech.com or Tina Stone tina.stone@trinity-health.org

The next HealthCents deadline is August 14, 2014.

HealthCents Submission deadlines for 2014 -15 are as follows:

October 17, 2014
January 16, 2015
March 13, 2015
May 15, 2015

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Thank you to our 2013-2014 Annual Chapter You make the educational events, social activities, and networking our

Chapter does possible by giving your support.

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