

HealthCents



hfma[™] eastern michigan chapter
healthcare financial management association



In This Issue

[President's Message](#)
[CHFP Certification](#)
[Show Off Your Pet Photo Contest](#)
[Retiree Luncheon](#)
[The New Normal is Here...Are You Ready to Embrace Risk Contracting?](#)
[Chapter Sponsors](#)

Chapter Links

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

New Members
September 2015
- October 2015

[New Member List](#)

HFMA Webinars FREE to HFMA members. Use link below to register

[Click here to register](#)

Volume 62, Issue 3

December 18, 2015

President's Message

By: Doug Banks, FHFMA, CPA, CIA
banksd@trinity-health.org

The 2015 holidays are upon us and what a year to reflect upon. Healthcare in Southeast Michigan continues to evolve at an ever increasing pace. We have the ongoing mergers, one of the largest in Southeast Michigan history being the Beaumont, Oakwood, Botsford merger. We have retail expansion of healthcare in Walmart, Walgreens and CVS. CMS bundled payments have taken root, and can you believe that we have finally implemented ICD - 10? ICD-10 was like the Y2K of 15 years ago, with doom and gloom that has not come to fruition. America has joined the world community that has been using ICD-10 for years, better late than never.



In the past year our chapter continues to provide enormous value to our members with educational sessions and networking opportunities inspiring ideas and innovation. Our Fall Conference was a huge hit, with almost 300 in attendance, and feedback from attendees suggesting it was the best ever. In November we had a CIO panel discussion that offered great insights into the future of information systems and business intelligence. We have a great educational line up in the new calendar year with the January meeting topic on Compliance, our March meeting that is focused on Insurance and Reimbursement, as well as numerous webinars and HFMA National training sessions.

WE ARE SEEKING MORE VOLUNTEERS: We are always looking for new volunteers that can bring in creative ideas and innovation to continue the tradition of our chapter. Our chapter is continuously opening new venues to broaden, evolve and to address the healthcare world of the future. We are looking for volunteers that will bring us closer to those working with Physician Practices, Payers, Early Careerist and Women in leadership. With new risk sharing arrangements and population health,

**January 11
Overcoming Challenges
to Become an Efficient
Healthcare Payment
Processor**

**January 14
Strategies to Decrease
Costs and Improve
Patient Safety Through
Improved Patient
Identification**

**January 26
The Patient Financial
Journey: Statements,
Portal, Engagement,
Payment, and More**

**February 2
Understanding Today's
Payor Climate and
Provider-Sponsored
Health Plans**

**Feb 9
Kick Healthcare
Analytics Up a Notch: A
Recipe for Success**

**February 11
Provider Organizations
Share Insights That
Mitigate Financial Risk
Caused by Burgeoning
Patient Responsibility
Debt**

**All Webinars are FREE
for HFMA members**

**CHFP
Certification**



**FHFMA
Certification**

professionals from hospitals and physician practices need to work together to identify risks and opportunities. As payer contracts evolve with a focus on "population health" risk sharing, we need those in the know to develop education and awareness that benefit healthcare providers and payers. Women in leadership is a focus of HFMA to address opportunities and career growth. We have a new certification process, which has been broadened to attract professionals beyond the traditional hospital finance. Certification that attracts those working with Payers, PNO's and other aspects of the healthcare industry. Now could not be a better time to reach out to our chapter leadership and ask to volunteer and be more involved. **Look for the "Can You Help Make a Difference" email in January.**

As we look to the future, we must learn from the past. Many of us take holiday time to pause and reflect on the year that draws to a close. What can we learn from our experience? We continue to live in a troubled world filled with ugly events like Paris. With the media exposure of such horrible events, it is easy to lose sight of a positive future, and that we also live in a world of wonder and constant advancement. Advancements in healthcare including cures for disease such as Hepatitis C. We see hospital organizations determined in making our healthcare delivery the best ever. Not just from a financial point of view, but from a view of providing quality patient services with initiatives like population health and people-centered healthcare. We should celebrate those that are so giving, the charities and those that volunteer their time to people in need such as the soup kitchens and shelters. We cannot ignore the ugliness of violence, hunger and war in the world. We must support with actions and solutions; however hard they may be. But we should also tip the balance and efforts of our lives more towards all the good that people do, focus on how to build a better future and be thankful for all that we have.

As I reach the midpoint of my tenure as President, it continues to be an honor and a humbling experience to be part of a volunteer team that is so committed to excellence and making a difference to our chapter members. May all of you have the very best of holidays, and be blessed in the New Year.

Best Regards,
Douglas Banks

**Certified Healthcare Financial Professional (CHFP)
Certification**

By: Artil Leo aleo@advomas.com & Kim Hauschild khauschild@critten.com,
Chapter Certification Chairs and Paul Lauzau, Controller, Beaumont Health
- Trenton



Join Our List

[Join Our Mailing List!](#)



Paul Lauzau,
Controller, Beaumont Health -
Trenton

I am currently the controller of Beaumont Hospital - Trenton. I have been out of school for more than thirty years and have worked in a variety of financial position in banking, as a CPA, and as a CFO for a manufacturing business. But I've only been in healthcare the last eight years.

When I took my first job healthcare it was 2008. The CFO of the hospital was a Fellow in the HFMA and one of the first things he did was have me join. I was in southwest Ohio so I became a member of the Cincinnati chapter. At one of the chapter meetings I heard about the CHFP designation. It seemed like the perfect

way to learn the healthcare business so in 2010 I ordered the self-study guide and completed it. It was a huge help.

But I never took the CHFP exam. I think the main reason was the inconvenience of having to find a testing center and schedule the exam. When I heard last month that the exam was now on-line I decided the time had come.

I had two main motivations. One was the desire to get the CHFP designation and ultimately become a Fellow. I think this credential shows everyone I am serious about healthcare finance as a career. But the other motivation was to gain a better understanding of our industry and all its complexity. The new self-study material is greatly improved from when I took it five years ago and it is completely updated to reflect healthcare reform. I learned a lot.

I am really pleased with the program and proud to be a new CHFP.

Below is information about the CHFP program.

Certified Healthcare Financial Professional (CHFP) Certification

2015 has been an exciting year for certification in the Eastern Michigan Chapter.

We had nine people pass the CHFP certification exam in 2015:

Artil Leo (Jan.)

Bryan Roach (Mar.)

Kim Hauschild (Apr.)

Jason Williams (Apr.)

Donna Kopinski (May)

Jeff Brabant (July)

Ryan Lay (Aug.)

Paul Lauzau (Sept.)

Raymond Berry (Nov.)

Kristin Marini (Nov.)

FHFMA designation was earned by three people in 2015:

Tim Meier (Jan.)

Kim Hauschild (May)

Donna Kopinski (June)

Congratulation to all those that were certified and to those that achieved Fellow status in 2015, what a great accomplishment!

Changes to HFMA's CHFP Certification Program

HFMA's strategic vision characterizes the current healthcare business environment as the transformation of care to achieve value. Providers, physicians, and payers are all confronted with new business challenges. The nature of the business environment and its impact on industry stakeholders supply both the demand for and elements of a new approach to the CHFP.

New CHFP program features:

- A learning program designed to build comprehensive industry understanding and sharpen business skills;
- Two-module structure: 1) Achieving Strategy: the Business of Healthcare 2) Operational Excellence: Healthcare Industry Stakeholder's Business Challenges;
- CHFP designation earned by successful completion of both modules;
- Online study materials created specifically to assist in mastering the business content.

Why did the certification program change?

The healthcare reform environment has caused industry's key stakeholders-providers, payers, physicians-to fundamentally rethink existing business models. Care transformation is business transformation. The necessary success factor for finance professionals today: Change-oriented business

acumen. The old certification program focused narrowly on applied finance and financial reporting and didn't address the business environment.

Questions? For general questions about certification, please contact Artil Leo (aleo@advomas.com or 248.989.4200 X222) or Kim Hauschild (KHauschild@crittenton.com or 248.652.5780). Or visit the [certification page](#) on the HFMA website."

"Show Off Your Pet" Photo Contest



Several HFMA - Eastern MI Chapter members submitted photos of their pets.

View all of the submissions. Vote for your favorites - up to THREE photos

[Contest Link](#) - to view pets

Vote at:

<https://www.surveymonkey.com/r/MWJHBGQ>

Submit your vote by January 6, 2016

1st, 2nd and 3rd place will receive gift cards to PetSmart!

Vote today!!

HFMA-EMC Annual Retiree Luncheon

Annual Retiree Luncheon October 29, 2015

Thank you Jon Haber for planning another great reunion for the retiree group. Each year in late October or early November the retiree group gets together for lunch to reconnect. Doug Banks was able to update the retirees on Chapter activities and the retirees were able to exchange career stories, adventures they have taken during they year and make plans to play some golf. You all look great! Thanks for your years of service to the Chapter and for staying involved!

If you are recently retired or have been retired and would like to be part of this group contact Susan Stokes susan-stokes@comcast.net to be added to the email list.

An announcement for the 2016 retiree luncheon will be emailed/mailed in the summer.



(l to r - front row) Bob Dery, Ron Horwitz, Frank St. Onge, Bob Jarvis (l to r - back row) George Kuljurgis, Dave Buckley, Duane Newland, Doug Banks-Chapter President, Bob Alpiner, John Kelly, Jack McClary and Jon Haber - Chair - retiree group and Historian

Fall Conference Survey Winners & 2016 Dates

Thank you to all those people that completed the online survey for the 2015 fall conference in October. Your comments and suggestions are greatly appreciated and will help in planning the conference for 2016.



The winners of the 3 - \$25 gift certificates are as follows:

1. Dennis Page, Allied Business Services, Inc.
2. Thomas Marks, Health Management Associates
3. Doug Banks, Trinity Health

Mark your calendar. The dates for the 2016 conference are:

Monday, October 17 & Tuesday, October 18

Location: Inn at St. John's, Plymouth, MI

Editor's Info / Submission Deadlines

Follow EMC HFMA on Twitter @HFMAEMC

Get updates and news about our chapter and Healthcare Finance quickly and easily.

<https://twitter.com/HFMAEMC>

Please feel free to share any new ideas, article, pictures, etc. for our upcoming Newsletters. Bill can be reached at

w.william.bollinger@gmail.com and at 586-446-9263.

Tina is at Tina.Stone@trinity-health.org or 734-343-2654.

The next HealthCents deadline is February 19, 2016

The New Normal is Here...Are You Ready to Embrace Risk Contracting?

By: David Gregory, Healthcare Consulting Firm Leader
Baker Tilly

If you have questions regarding this article
contact david.gregory@bakertilly.com

The era of Medicare, Medicaid and commercial insurers paying for services without regard to quality or outcomes is rapidly coming to an end. And that means that acute and sub-acute provider organizations will face new levels of financial risk.

When fee-for-service and case rate contracts were the standard, most of the financial risk was assumed by the payer, whether government or commercial.

Contracts that specify value-based metrics and/or bundled payments increase the potential financial risk for healthcare providers. Accountable care organizations (ACO), shared-risk contracts and population health, which are rapidly becoming the short to medium-term goal, shift even more of the financial risk to the healthcare provider.

Government and commercial payers have two goals:

- Making provider organizations accountable for quality and the total cost of care
- Greater focus on population health management, rather than payment for separate and discrete services.

For a hospital, rehabilitation center, nursing home, home health service, or other healthcare provider, this represents a shift in who bears the most financial risk. For many acute, post-acute, and sub-acute facilities, which are used to being paid based on resources consumed, this may be the first time they've faced potential financial risk.

[Full Article](#)

HFMA-EMC Chapter Sponsors

**Thank you to our 2015-2016 Chapter
Corporate Partners.**

**The support you give helps provide the
educational events, social activities, and
networking our Chapter does.**

Platinum Sponsor

Advomas
Baker Tilly Virchow Krause, LLP
Beaumont Health
Healthcare Payment Specialists
HELP Financial
Henry Ford Health System
Trinity Health

Gold Sponsors

Baker Healthcare Consulting, Inc.
Craneware
Detroit Medical Center
L & S Associates, A Human Arc Company
McLaren Macomb
PricewaterhouseCoopers LLP
Priority Health
St. John Providence Health System

Silver Sponsors

American Express
Bottom Line Systems
Capio Partners
Comerica Bank
Commerce Bank
HealthFirst Financial
Lubaway Masten & Company, LTD
Molina Healthcare of Michigan
Plante Moran, PLLC
PNC Bank
ProAssurance
The Rybar Group, Inc.
TLM Consulting, Inc.
University of Michigan Health System
Walgreens

Bronze Sponsors

Dykema Gossett, PLLC
Helvey & Associates
Honigman Miller Schwartz and Cohn LLP
Hurley Medical Center
King & Spalding, LLP
Kitch Attorneys & Counselors
Money Recovery Nationwide
Nikao Bartoe Group
SHERLOQ Solutions
The SSI Group, Inc.

Whittaker Group Healthcare Recruiting & Executive Search, LLC

Beaumont Health

A map of Michigan is shown, divided into three counties: Oakland, Macomb, and Wayne. The map is filled with a dark blue color. Numerous small white circles are scattered across the map, representing various health care locations. Several of these circles are enclosed in a white square with a blue border and a white letter 'H' inside, indicating hospitals. The names of the counties are written in white capital letters: 'OAKLAND' in the top left, 'MACOMB' in the top right, and 'WAYNE' in the bottom left. The map is set against a white background that also shows the outline of the state of Michigan.

Beaumont Health

Beaumont + Botsford + Oakwood

35,000 health care professionals join forces to give you the most advanced medical care – anywhere.

5,000 doctors • 8 hospitals • 168 health centers

More Beaumont. More places.

Healthcare Payment Systems

Navigating the path to Medicare reimbursement isn't easy

Healthcare Payment Specialists (HPS) helps hospitals maximize their reimbursement through Stingray®, the only web-based revenue intelligence platform for analyzing Medicare and Medicaid reimbursement issues. To date, HPS has recovered more than \$600 million in reimbursement on behalf of 500+ active hospital clients.

Healthcare Payment Specialists partners with you EVERY STEP of THE WAY



800.784.2175 | WWW.HEALTHCAREPAYMENT.COM

Craneware

Not just revenue cycle. The value cycle.

The value cycle is the process and culture by which healthcare providers pursue **quality patient outcomes and optimal financial performance**, through the management of clinical, operational and financial assets.



Discover. Convert. Optimize.

Want to learn more?

craneware.com and [@thevaluecycle](https://twitter.com/thevaluecycle)



Detroit Medical Center



DMC Cardiovascular Services is ready when your heart needs help. From CARDIO TEAM ONE to emergency angioplasty, DMC strives to reduce the wait for treatment time, saving precious seconds that can spare your heart and brain. We're changing the way cardiac care is delivered. Faster response, expert care, powerful medicine: it's at the heart of everything we do.



Cardiovascular Services

DMC Heart Hospital | DMC Huron Valley-Sinai Hospital
DMC Sinai-Grace Hospital



1-888-DMC-2500
DMC.org/heart



PricewaterhouseCoopers

Healthcare is moving so fast, today's patient might leave you behind.



Patients today are no longer passive and uninformed. They're knowledgeable healthcare consumers who've seen how disruptive startups have changed the worlds of travel, banking, and retail.

That's where healthcare is right now: with providers, payers, big pharma, big data, med-device companies, technology startups, and software entrepreneurs all looking for ways to provide value and service to healthcare customers.

As trusted advisors and advocates for innovation, we help drive the kinds of collaboration that bring healthcare patients the consumer-friendly experience they expect and deserve.

To find out more about PwC's New Health Economy™ visit www.pwc.com/us/NewHealthEconomy. Or join the conversation on Twitter @PwCHealth



© 2015 PwC. All rights reserved. PwC refers to the US member firm or one of its subsidiaries or affiliates, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details. This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

American Express

LET'S CHECK YOUR
**BACK-OFFICE
HEART RATE**



**IS IT TIME FOR A
CHECKUP IN YOUR
PAYABLES
DEPARTMENT?**

Payment solutions from American Express can help keep your organization's payables department fit.

For more information, visit:
[americanexpress.com/
healthcarepayments](http://americanexpress.com/healthcarepayments)



GLOBAL
CORPORATE PAYMENTS

Comerica Bank



Together, we can raise expectations.

Let's expect more of ourselves. Let's expect more of one another.

Let's come together to accomplish more, together.

At Comerica Bank, we applaud you for raising expectations of our diverse community.



RAISE YOUR EXPECTATIONS.

MEMBER FDIC. EQUAL OPPORTUNITY LENDER.

Molina Healthcare of Michigan

A physician-led organization,
connecting our members with quality
care **for over 30 years**

We are dedicated to serving the
unique needs of each of our members,
keeping them at the center of care.

MolinaHealthcare.com



402510011

Plante Moran, PLLC

{ Elevate your view. }

Sometimes the best solutions are revealed when you change your perspective — and finding the right perspective is easier when you have a knowledgeable advisor. Our health system experts can help your organization gain a new perspective to rise above its challenges. Helping providers succeed in today's ever-changing healthcare industry is

a higher return on experience.

Chad Schafer | 248.223.3567
chad.schafer@plantemoran.com
plantemoran.com

plante moran

audit • tax • consulting • wealth management

ProAssurance



integrated healthcare liability risk specialists
insurance programs for hospitals/healthcare entities,
physicians, and ancillary healthcare providers

ProAssurance.com

