

The Buckeye Connection

July 2002



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Central Ohio Chapter



Inside This Issue

Customer Service: More Than Just A Sign on the Wall	1
President's Message	3
Letter from CLR	4
EIPP: A Win-Win Proposition	6
Career Corner	7
Membership News	8
Mark Your Calendar	12

Customer Service: More Than Just a Sign on the Wall

Chris Milligan

The other day I stopped by my local "Home Station" home improvement store. As I checked out, the clerk noticed that I had some gift certificates from the competition in my wallet - let's just call it "Lou's" for the sake of this article. When I asked him what the real difference was between Home Station and Lou's, he went on about price and quality and then proudly pointed to a sign on the wall that touted Home Station's customer service. This excited me. Here was a man who not only took pride in his job but also in providing good service to his customers. I assured him I would give him a chance to prove his statement to me someday and then left the store feeling good about my purchase.

The next day I had to return to that store because of a problem with my purchase. As I arrived, a different associate greeted me. As I mentioned my problem to the clerk, he responded that it "wasn't his problem." I then asked to speak to the manager who reiterated the same thing - not my problem. This all took place right in front of a large sign that read, "Our Goal is 100% Customer Service." I politely informed the gentlemen that customer service is more than just a sign on a wall; it's an attitude that must be exhibited at all times by every associate.

Customer Service (cont'd)

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MAY 31, 2002

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MAY 31, 2003

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JOB REFERRAL

▲ This experience got me thinking about the society in which we live today. We are fortunate enough to be surrounded by choices. We have multiple choices for everything. The advantages are cheaper prices, more convenience and more selection. So how do we choose? What allows us to stay loyal to a Lou's over a Home Station? **Customer Service.**

It is our responsibility as consumers to not only expect but demand to be treated with the best possible customer service. After all, if we aren't happy with the toy our kids get in their fun meal we can go across the street and find a toy that they do like. Or if our patients aren't satisfied with the care they receive or how their bill is processed, they can simply go down the block the next time they need medical care.

Yes, customer service is a two-way street in our industry. As consumers, we expect to be treated like kings, yet sometimes we forget to provide our customers with the regal treatment they deserve. After all, not only do we have the choice of where to buy our gas, we also have the choice of where to have our knee operation.

There are a few basic principles to remember when providing customer service. First, always ask yourself "how would I want to be treated in this situation" and then treat your customer in the same manner. Second, as leaders and managers, it is our responsibility to lead by example; make sure your staff knows that it is not only okay to

provide outstanding customer service, but that it is expected. And last, enforce that concept; make it an integral part of your culture.

So don't just put up a sign and pat yourself on the back for addressing the customer service issue at your facility. Instead, make that sign's message your badge, your identity... and your responsibility.

Chris Milligan is Regional Sales Leader with Unicare Corporation.

What's New?


We want to know what's new with you.

Remember to keep National HFMA informed whenever you:

- get promoted
- move to a new organization
- get a new business address
- move to a new home
- work for a different department, unit, etc.
- anything new about you or your organization

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Or call HFMA's Member Service Center at 800/252-HFMA, ext. 350.



President's Message



George Gevas

Now that my term as President of our chapter has ended, I realize how quickly this year has passed, as well as the four year progression from Treasurer, Secretary, President-elect to President. I have found the experience personally gratifying and enjoyed working with my fellow Officers, Board of Directors and Committees. Our chapter has very talented individuals that volunteer their time to arrange educational programs, social activities, obtain sponsors, prepare the membership directory and quarterly newsletters, etc. Plus, there are nine other committees that are performing their various responsibilities during the year. Our Board of Directors consists of several individuals that have held officer positions in the past and provide guidance for the current officers. I would like to thank all of these individuals for their support this past year and especially my fellow officers who have assumed their new roles, as follows: Craig Bjerke, President; Luke Brown, President-Elect, John Miller, Secretary; Lola Purdef, Treasurer.

These individuals attended the 2002 Leadership Training Conference that was held in Puerto Rico, April 21-23. The annual conference consists of educational sessions, learning the national requirements to

prepare them for their new roles and sharing ideas with other chapter leaders from across the country.

The following is a summary of the educational, social events and training seminars we held and sponsored this year:

- Annual Spring Golf Outing and Member Meeting – May 29, 2001
- Sponsored the Luncheon at the Ohio Hospital Association Annual Healthcare Conference – June 18, 2001
- Ohio Hospital Association/HFMA Medicare & Medicaid Update – September 7, 2001
- HFMA 101 Session and Annual Fall Golf Outing – October 1, 2001
- Ohio Society of CPAs/HFMA Healthcare Conference – November 6-7, 2001
- Steven Berger “Exceptional Leadership and Cost Management” Conference and Annual Pizza Party – November 28-29, 2001
- HCAP Reimbursement Requirements and Economic Update/Interest Rate Forecast Followed by NCAA College Basketball Tournament Games – March 14, 2002

In addition, the following conferences were attended by various officers of our chapter:

- Annual Leadership Training Conference (“LTC”) in Phoenix – April 18-24, 2001
- Annual National Institute (“ANI”) in San Antonio – June 17 – June 21, 2001
- Mini-LTC Planning Session – August 2, 2001
- Region 6 Presidents’ Meeting at Maumee Bay – August 20-21, 2001

Our annual spring golf outing was scheduled to be held on May 28th (the day after Memorial Day) at the High Lands Golf Club. We had 95 members register to play and most went to the club with hopes that the weather forecasters were wrong and it wouldn’t rain. After lunch and two inches of rain, we conceded and rescheduled the golf outing for June 24th. Most members were able to attend and the weather and camaraderie were great.

This year, the Annual National Institute (“ANI”) was held in Seattle, June 16th through June 20th. Our chapter had 7 members attend the educational conference. There was a dinner and awards ceremony held for the outgoing chapter presidents, which I attended. In addition to meeting all of our requirements, our chapter received a Bronze Award for membership growth. Our chapter had 40 new members join this year, bringing our total membership to 267. The new members that joined over the past year are listed in this newsletter. Please introduce yourselves to these new members and welcome them to our chapter. I encourage our new and existing members to volunteer their time to become more active with our local chapter. I believe you will enjoy meeting new members with similar interests and find your membership rewarding.

I look forward to maintaining an active role with our chapter and assisting our chapter leaders to continue to offer programs and social events that benefit our members.

Letter from CLR

Greetings:

Your incoming chapter leadership and I just returned from the HFMA Leadership Training Conference. My year as HFMA Region Six Chapter Liaison Representative ends May 31, 2002 and I wanted to

take an opportunity to update you on a few changes at National HFMA.

Ron Long, HFMA National Chairman, appointed the Task Force on Organization, Governance and Structure last year. The task

force was created as part of an ongoing review to ensure that the various components of HFMA are responsive to the needs of members, customers and HFMA as an association. One of the major recommendations from the committee was to reduce the size of the National board. The board will be reduced from 19 to 13 members over the next four years. This gives the board a size and structure that facilitates communication and interaction while maintaining flexibility. The majority of the board will be required to be certified members of HFMA. All officers of the board will be required to be certified members at the time of their nomination and service.

A second recommendation is to change the name of the Chapter Liaison Representatives to Regional Executives effective June 1, 2002. Currently there are 11 National CLR positions. The number will remain the same. The CLR/Regional Executives are responsible for the coordination of activities between the National office in Chicago and the local chapters in their region. We are in HFMA Region Six which includes four chapters in Ohio and three in Michigan. The CLR/Regional Executives have full authority over the Davis Chapter Management System, granting of new chapter charters, establishment and modification of



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chapter charter requirements and other chapter issues. Craig Clarady from the Western Michigan Chapter will assume the responsibilities as Region Six Regional Executive as of June 1, 2002. I have really enjoyed my year as CLR. It has been a joy working with your chapter leadership.

I have been a member of HFMA since 1980. I encourage all of you to get involved in your chapter activities. Volunteer for a position on a committee or your chapter board. It will be time well spent. The returns, both personally and professionally will be enormous.

Good luck and have a great summer!

Alan A. Ganci, FHFMA, CPA
2001/02 HFMA Region Six CLR



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Letter from CLR

EIPP: A Win-Win Proposition

Excerpt from an article by Paul J. Markovic and Mary Ann Francis, National City Corporation

Electronic invoice presentment and payment (EIPP) services – an effective, affordable, Internet-based alternative to EDI – is a bold step toward paperless B2B invoicing. The question is how long will it be before billers and payers embrace “e-lockbox” technology and process change in a significant way?

The answer depends on the opportunities and challenges of the electronic invoice solution to clients.

E-lockbox complements a financial services providers’ existing EDI and paper lockbox solutions. EIPP enables banks to move deeper into a client’s payments and invoicing process. Clients who, to satisfy their clients, will need to offer all three payments solutions. By providing the gamut, banks are not only positioned as full-service providers, but also better equipped to retain their traditional lockbox business as clients’ transition from paper to paperless services.

For billers wanting to reduce costs, improve cash flow, enhance efficiency, streamline processing eliminate paper and improve service to their partners, the e-lockbox offering provides tangible benefits.

For example, when a client’s accounts receivable department prepares an invoice, it also prints, stuffs and mails it, a time-consuming process involving special forms, envelopes, equipment, labor and postage. These expenses, which average \$4.43 per item according to a TowerGroup study, can be reduced with EIPP.

In addition to eliminating paper costs, billers can eliminate the time that paper invoices lie stagnant in U.S. mailbags. With EIPP, paperless invoices are delivered over the Web to the payer’s desktop computer system.

Discrepancies requiring adjudication, which occur in as high as 40 percent of invoices depending on the industry, can further complicate and delay payment. With EIPP, managers authorized to review an invoice can use a Web browser to review and approve certain items, and flag others for dispute.

Billers receive more timely payments, payers can take advantage of payment discounts without losing control of disputed line items, and the processes for both are streamlined. Additionally, as payments are deposited into the biller’s account, they can be integrated with any paper lockbox deposits, and a single file can update the biller’s accounts receivable

system. The lag time between receipt of a payment and the systems update disappears.

The cost-benefits will be readily apparent to those companies that truly understand their accounting processes. For others, there is great opportunity to work with clients and bring the advice and counsel they value from a trusted partner.

To reach a critical mass from which EIPP can take off on its own, banks need to help clients identify the strengths and opportunities in their current payables and receivables environments, relate them to the company’s financial goals and understand the return on investment.



OhioHealth, a not-for-profit healthcare system located in Columbus, Ohio is seeking a Senior Corporate Consultant to provide financial expertise to assist the system in decision-making and strategy development. Candidates must possess strong analytical and technical skills and must be able to effectively communicate results. The candidate must have proven ability to lead projects, including those with outside professionals such as bankers, attorneys and accountants, and complete these projects within required timelines.

Minimum requirements are a Bachelors Degree in Finance or Accounting. CPA, MHA or MBA preferred. If you are interested in this position you may submit your resume, specifying this job title by name to: OhioHealth, Attn: Human Resources, 3535 Olentangy River Road, Columbus, Ohio 43214. You may also apply online at www.OhioHealth.com.

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Career Corner

Membership News

2002 HFMA Central Ohio Chapter

Follmer Bronze Award recipients:

Dan G. Schryer, CPA
Walter C. Theado, CPA

Reeves Silver Award recipients:

Alan R Davis, FHFMA CPA
David D. Hensel, CPA
Harry E. Pukay-Martin, FHFMA CPA
Matthew B. Weekley, CPA

Spring 2002 Golf Outing Perspective by Frank Phillips

Rain falling at a rate exceeding an inch in an hour washed out the prospects for our May 28th outing. Those who showed up had a great lunch and caught up on news with friends and peers while waiting patiently to see if the downpour would pass through the area quickly. No such luck, so the outing was rescheduled.

June 24th was a hot day at Highlands Golf Course in Pataskala for the 75 golfers in attendance, with the mercury pushing well above 90 degrees. The temperature was not the only cause of heat. There was also intense competition for several coveted honors:

Low score went to the team of Chris Spring, Mike Aleshire, Dan Picciano, and Ray Bock with a 59. John McLaughlin and Carol Meagher had the longest drives. Matt Weekley captured closest to the pin, and Steve Brown sank the longest putt.

Once again, Physicians Credit Bureau offered a new loaded Honda Accord coupe to anyone making a hole in one, and while there were some close contenders, the car is safe for another year.

Outgoing President George Gevas chaired his final meeting, giving the highlights of the Annual National Institute (ANI) in Seattle, which he attended earlier this month, and distributing awards and door prizes for the day.

A hearty thank you from the Chapter and all of the attendees go to the following sponsors who helped make it a great day:

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Membership News

We want to welcome our 40 New Members for 2001-2002 year. They are:

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Vice President Sales
National Century Financial Enterprises, Inc.
Dublin, OH

Pamela Plunkett
Assistant Vice President Sales
National Century Financial Enterprises, Inc.
Dublin, OH

Timothy J. Doughty, CA
Senior Manager
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Tamara L. Cheatham
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Columbus Community Hospital
Columbus, WI

Tina M. Keefe
Practice Manager
SportsMedicine Grant, Inc.
Columbus, OH

Jennifer A. Phillips
Consultant
The Richardson Group
Columbus, OH

Ted Inbusch
Director of Sales & Marketing
National Century Financial Enterprises, Inc.
Dublin, OH

Joseph M. Pietrusik
Director of Finance
Home Reach/Home Care
Dublin, OH

Bradley S. McLaughlin
Executive Recruiter
Meridian Resources
Columbus, OH

Lila J. Gustin
Accountant
Memorial Hospital
Marysville, OH

Karen Bridges
Chief Accounting Officer
Ambulatory Management Services
Westerville, OH

Tim Colburn
Controller
Berger Hospital
Circleville, OH

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Eric C. Butzier

Staff Auditor II

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Columbus, OH

Nina L. Bell

Revenue Cycle Consultant

Hilliard, OH

Thomas Kelley

Chief Financial Officer

Selby General Hospital
Marietta, OH

Richard Hedges

Associate Professor

Ohio University
Athens, OH

Nicki R. Harmon

Senior Internal Auditor

Trinity Health
Columbus, OH

Tanya Semel

Senior AR Analyst

National Century Financial Enter.
Lewis Center, OH

Darcy Bussard

Staff Accountant

Coshocton County Memorial
Hospital
Coshocton, OH

James E. Leatham

President

Regional Collection Services, Inc.
Marietta, OH

Brenda S. Fluharty

Chief Financial Officer

Altercare of Ohio, Inc.
Navarre, OH

Sharon Jan

*Manager, Provider Contract
Admin.*

OSU Managed Health Care
System
Columbus, OH

Stephen R. McCormick

*Manager-National Revenue
System*

Medicare Consulting
Monument, CO

Steven L. Swart

Chief Financial Officer

Ohio University College of
Medicine
Athens, OH

Lois Graham

Senior A/R Analyst

National Century Financial Enter.
Dublin, OH

Amanda Helen Peirano

Office Manager

Grant/Riverside Medical Care
Foundation
Delaware, OH

Eileen F. Kidner

Senior Accountant

Home Reach/Home Care
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Bill Wilson

Vice President

Lancaster Pollard
Columbus, OH

Brent Thomas

Vice President Sales

National Century Financial Enter.
Dublin, OH

Amanda Lienhart

Staff

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Columbus, OH

Sophia C. Chiou

Senior Associate

Ernst & Young LLP
Columbus, OH

Steven E. Ritzer

Auditor

Ernst & Young LLP
Johnstown, OH

Kevin G. Harry

Senior Auditor

Ernst & Young LLP
Columbus, OH

Susan DeGarmo

Business Office Manager

Fox Run Hospital
St. Clairsville, OH

Mark Your Calendar

HFMA Northeast Ohio Chapter 2002 Gerry Haggerty Annual Leadership Institute *September 26 & 27, 2002*

Bertram Inn & Conference Center—Aurora, Ohio

Keynote Speaker

- Ohio State Great and Two-time Heisman Trophy Winner—**Archie Griffin**

Educational Opportunities

- Outstanding speakers including HFMA's National Chairman
- Vendor Fair

Networking Opportunities

- Night at the Races
- Golf
- Aurora Farms & much more

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Format: 9 Hole Scramble

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Watch for future information on Program details and registration

Newsletter Editors

Frank Phillips

(614) 293-2285

phillips-13@medctr.osu.edu

Johanna Matheny

(614) 233-5617

johanna.matheny@ey.com

Newsletter Design and Layout

Laura Dutton

(614) 229-5279

laura.dutton@ey.com

Ernst & Young LLP

1100 Huntington Center

41 South High Streets

Columbus, Ohio 43215

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Central Ohio Chapter
Healthcare Financial Management Association
Ernst & Young
1100 Huntington Center
41 South High Street
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