**ICD-10 in these First Few Weeks**

In these first few weeks of ICD-10, as we’re seeing mostly business as usual— and as providers have little choice but to take a wait-and-see posture toward the impact on reimbursement for the first rounds of ICD-10 claims— it’s time to make an adjusted set of contingency plans. This isn’t just checking a box— it’s following through on your commitment to a successful ICD-10 transition.

**More Details**

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**From the font line to the bottom line**

**Building Revenue Integrity**

The construct of the revenue cycle in the hospital arena and the structural components that produce measurable revenue cycle outcomes are both well-known and widely accepted. Any hospital can be expected to have a patient financial services (PFS) team—with members variously situated in the front, middle, and end of the revenue cycle—charged with ensuring the organization is paid the exact amount of money to which it is entitled, at the right time, without fear of penalty or need for repayment.

**More Details**

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Questions or comments? Email Becca Burrus at rburrus@blueandco.com

Don’t forget to follow us on Twitter @KYHFMA and LinkedIn - Kentucky Chapter HFMA
It’s hard to believe that the 2015-2016 chapter year is already nearing the halfway point! While we’ve already accomplished some great things this year, there are still many goals in the works for the second half of the year. The Tri-State Institute held in late September was a great success. I heard wonderful things about the conference overall, including the change in location to Cincinnati, the educational programming, the social events, and the golf outing. I want to express my gratitude to all of our chapter volunteers who participated in planning of the event – your hard work was much appreciated!

I also want to share some exciting news for the Kentucky Chapter. Did you know that the National HFMA organization is divided into regions? The Kentucky Chapter is a member of Region 4, along with the Maryland, Virginia/DC, West Virginia and North Carolina Chapters. Every year our Chapter President and President-Elect spend time with the Presidents and President-Elects of these chapters during the Leadership Training Conference, ANI, Fall President’s Meeting and our monthly calls discussing the issues that are facing our chapters and the national organization. Region 4 has a Regional Executive that serves as the liaison between our chapters and National HFMA and is responsible for leading our regional activities and assisting us in serving our Chapter members. This role is rotated on an annual basis amongst the Region 4 Chapters. At the Fall President’s Meeting it was the Kentucky Chapter’s turn in the rotation to nominate a candidate for the role, and I am excited to report that Kentucky Chapter Past-President Chris Woosley was elected as the Regional Executive Elect for the 2016-2017 chapter year and will then serve as the Regional Executive for 2017-2018. Chris will do an outstanding job in this role representing both the Kentucky Chapter and Region 4.

I will close with a few highlights of upcoming events. Be sure to get registered for our next event on Monday, October 26th at the UofL Shelby Campus in Louisville. We are partnering with the KY Chapter of ACHE to present “Living on Medicare Rates: A Senior Leader Profit Improvement Planning Program.”

I also want to note that we have moved the date of our PFS Workshop to consider the effects of ICD-10 implementation. Instead of hosting this event during the typical November timeframe when we know everyone will still be knee-deep in the transition, we have deferred the event until January 20th. This will allow participants to debrief and share experiences from the implementation as a part of the event.

I hope to see you at an upcoming event – in the meantime, please don’t hesitate to contact me if I can be of assistance in any way.

Kourtney Nett

502-882-4401
Past President Spotlight
Catching up with the past presidents of KY HFMA

Dorothy Zimmerman

President during chapter year: 1998
Current employer and title: I am currently the Vice President at the Bethlehem Shared Services Center in Bethlehem Pennsylvania. We provide Scheduling, Pre-arrival Unit, and billing and collection functions for 21 facilities in the Community Health Systems network.

Family: I have been married for 41 years. Bobby and I have four children and seven grandchildren. Our family has chosen several different careers so we do not live close to each other. But, we are fortunate enough to be able to see each other often.

Most difficult part about being president of the Kentucky Chapter of HFMA: Knowing you were making a multi-year commitment to the chapter and scheduling/finding the time it took to make sure the chapter experienced a successful year was the most difficult part of my presidency.

Most rewarding part about being president of the chapter: The relationships you build is definitely the most rewarding part. It is, of course, helpful in your career. But, most importantly, it is rewarding in your personal life. You can be proud of what the entire chapter accomplished but truly your lasting memory is of the people you worked and had fun with throughout the years.

Favorite memory from presidential year: The memory that makes me smile the most is the riverboat cruise during one of our meetings – with an open bar – and the bill that arrived afterwards...... thanks to our entertainment chair (thank you Dale Skaggs)!!

Looking back is there anything you would do differently: Not really. I think it may have been nice to have the administrative support the chapter has now hired. I think that was a very forward thinking move to assist the chapter leadership.

Any advice you would have for current/future presidents? ENJOY THE ENTIRE JOURNEY!

What has changed since your presidential year? Healthcare finance continues to get more complicated so the need for our HFMA community is greater than ever and yet it is harder than ever to find the time get away from work. I love the on-line learning opportunities from our local and national HFMA. Unfortunately, I have not been able to be an active part of the chapter the past couple of years. And now that I am living in Pennsylvania, it is even more difficult.
Volunteer Spotlight
Getting to know your KY Chapter leaders

Chris Graff

Current chapter role and responsibilities:  VP of Education

Employer/job title KentuckyOne Health - Finance Director – University of Louisville Hospital / James Graham Brown Cancer Center

Family consists of:  Wife – Amanda, Sons – Tristan (6) & Carter (4)

When you were young what did you want to be when you grew up – Firefighter

Favorite college team – University of Kentucky

What music is on your phone - Various

Favorite song – Wake Up Everybody – Harold Melvin & The Blue Notes

Favorite movie – Star Wars

TV shows – House of Cards, The Walking Dead

Hobbies – Hiking, Video Games, Spending time with family

Most prized possession – A picture, I took as part of a photography class, of my grandparents that was taken a few years before my grandfather passed away.

Pet peeve – Being late to work, events, etc. However, it doesn’t bother me if others are late.

How do you relax – See hobbies above

Dream job – Park ranger or something outside
Revenue Cycle Management: A Deeper Dive

Dean Dorton's next healthcare survey is delving into the revenue cycle — organizational structure and governance, physician integration trends and dynamics, changes in technology, performance indicators, and much more.

We want to hear your opinion!

Survey participants are provided with early access to the report and are eligible to receive customized reviews of their organization compared to overall results.

To participate, or for more information, contact: Adam Shewmaker, ashewmaker@deandorton.com.

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## Upcoming HFMA Events

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[Click here to register online](#)
Living on Medicare Rates: Senior Leader Margin Improvement Planning Program in Louisville

Monday, October 26, 2015
8:00 a.m. - 5:00 p.m. (ET)
UofL Shelby Campus - Founders Union Building
312 N Whittington Parkway
Louisville, KY 40222

Implement plans to successfully manage reimbursement declines
Accountable care organizations, reimbursement decreases, physician-practice integration and transparency have all elevated the need for aggressive margin improvement.

Benchmarking and silo-oriented, department productivity systems will need to make way for fresh approaches in order to achieve greater cost improvements. Attend and benefit from the research of 65 health care organizations and how they were able to recover over $400 million in bottom-line savings.

Registration fee: $150 ACHE and HFMA members
Other rates apply to non-members and students.

To learn more, or register go to: https://hfmany.starchapter.com/meet-reg1.php?id=107

For questions, please contact: Pam Kirchem
Kentucky Hospital Association
(502) 992-4363 or pkirchem@kyha.com

KY ACHE
Platinum Partners:

Click here for more information or to register
Revenue cycle leaders at the HIMSS Revenue Cycle Solutions Summit in Chicago talked about key challenges facing the industry. They tackled tough topics, including ICD-10 and the growing complexity of collecting patient balances. They talked with consistency about the need for change, the goal of patient centricity and the importance of metrics to track payment performance.

It struck me that many proven tactics marketers use to engage potential consumers can help financial leaders improve results in the patient-pay revenue cycle. Marketers consider demographics, personas, channels, messaging, conversion rates and more to tailor communications that drive results. That model can prove effective for patient financial engagement as well, leading to better experiences for patients and better financial results for the provider.

Consider the following:

**Segment your audience**
Marketers seek to understand common needs and behaviors of their audience because different segments are moved to action for different reasons. That’s true, too, of patients. No two patients are the same. Each has distinct financial needs or preferences that have an impact on how, when and if they chose to pay their healthcare bill. Understanding common needs, motivators and payment patterns within your patient population—and building common profiles for those segments—is the first step in building a more effective financial communication framework.

**Optimize your messaging**
Segmentation allows you to vary messages to patients to achieve the best results. For example, you might emphasize the availability of online payments for a demographic segment that’s inclined to pay in the moment. Or, you might tailor messages in printed bills, text communications and online payment portals based on the balance due, past payment tendencies or cycle. The right channel of communication can be as important as the right message. Therefore, you can establish messaging strategies that connect with patients where and when they choose to pay.

**Measure conversions and results**
Marketers measure success in conversions: a web view to an inquiry, then an inquiry to a sale. Through tracking, testing and analysis, marketers can pinpoint the various messages, communication channels and campaign processes that drive the highest conversion rates. Healthcare financial leaders can similarly focus on key “conversion” points—understanding what mix of messages, timing, billing and payment channels work best for each patient segment.

Continued on next page
Putting it all together
The following metrics show one provider’s results applying this type of approach. The colored dots indicate messaging changes over time. By targeting messaging, testing the results and fine-tuning for improvements the provider realized a significant increase in dollars collected. This patient population was inclined to pay online, so with the right message to inspire online payment “conversions,” the provider saw a significant increase in dollars collected—nearly quadrupling during the course of the analysis.

Marketers seek to grow revenue by striving to understand how and why their customers buy. Similarly, healthcare financial leaders can gain insight into how each patient population pays and what messaging strategies drive the best results. By taking a page from the marketer’s playbook, providers can build flexibility into how they connect with patients where and when they choose to pay and find new solutions to improve financial results and strengthen patient relationships.

Throughout her career, Kristen Jacobsen has held strategic marketing roles in organizations focused on strengthening customer relationships through analytics and communication technologies. Her experience spans a wide range of industries, including healthcare.
KY Chapter Sponsors

Be sure to check out all of our 2015-2016 sponsors by clicking on their names

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Happy Anniversary!

30 years
Joseph J. Gilene
Theresa M. Scholl

25 years
Jacki Meade
Jeffrey L. Davis
Cheryl D. Watt

20 years
David E. Tate

15 years
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John R. Sass

10 years
Jim Meyers
Michael C. Logan
Don Frank
Tammy Logsdon
Christopher W. Graff

5 years
Autumn Little
Peggy A. Rambicur
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1 year
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HealthSouth Deaconess Rehabilitation Hospital is a joint venture partner with Deaconess Health System. The hospital is an 85-bed inpatient rehabilitation hospital that offers comprehensive inpatient and outpatient rehabilitation services designed to return patients to leading active and independent lives.

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- Knowledge of financial management and analysis principles and techniques and managerial skills typically acquired through two to three years of experience in public accounting, specifically in health care auditing and reimbursement knowledge (when applied to small hospitals) or one to three years experience as a hospital chief financial officer.

Job Posting: https://healthsouth.taleo.net/careersection/ext_all/jobdetail.ftl?job=793543&lang=en&sns_id=google

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Mercy Health - Faith Based, Not for Profit Health System – 23 hospitals
Cincinnati, OH

Mercy Health is the largest health system in Ohio and the fourth largest employer in Ohio, and Mercy Health is also one of the largest nonprofit health systems in the United States. With $5.6 billion in assets, Mercy Health employs more than 33,000 associates in more than 100 organizations — including 24 hospitals — that meet the healthcare needs of people in Ohio, Kentucky and contiguous states.

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• Candidate MUST HAVE SHORT TERM ACUTE CARE experience – hospital and system setting
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