hfma northeastern pennsylvania healthcare financial management association

NEWSFLASH

A Newsletter from the Northeast Pennsylvania Chapter of HFMA

September 2006 Volume 11, Number 1

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A Letter From The President…

September has arrived, the air is cool and crisp and this is an exciting time for our chapter! I would like to share with you my plans as President to provide high quality education programs and enhanced member communications for this HFMA fiscal year.

My top priority this year was to develop a process that would allow for advanced planning of educational events to provide members the opportunity to look ahead at all our programs for the upcoming year. Our education calendar was published in an e-mail to the membership on July 10, 2006, which outlined our locked-in meeting dates of: September 29th, November 17th, December 8th, 2006 and February 23rd, and April 13th, 2007. Also, there is always a potential for a few more collaborative and/or co-sponsored sessions with other professional affiliations such as the one on August 29, 2006 on Advance Cost Reporting with Appalachian.

Our Education Team is focusing on topic selections that are more cutting edge and futuristic, and encompassing to all healthcare industries (acute, long-term care, physician, and outpatient services) based on input from members as noted in the HFMA NEPA Member Satisfaction Survey. For example our traditional September Reimbursement Program has been expanded to include two afternoon speakers on physician Medicare and Blue Shield updates. Our November Session “The Future of Healthcare” will include a keynote speaker presentation “Health Cast 2020” with long-term care and acute care afternoon breakout sessions. There will be an afternoon physician speaker presenting on the technology impact of treating congestive heart failure (DRG 127) in the acute, ambulatory and home settings.

We are also trying to be more creative and cater to our member needs and colleagues in the industry by offering both full day and half-day registration options in some cases…for example for our September session we will be offering a full day and an afternoon half-day registration to provide flexibility to those involved in physician practice management.

I would like to thank all our 2007 Sponsors for their generous contributions…this is allowing our Chapter Leadership to develop high quality cutting edge programs and networking events that support the professional development of our members. I would like to personally thank all the individuals participating on our Sponsorship Committee that were involved with the development and success of our New Sponsorship Program and the May 2006 Networking Phone-A-Thon.

My next top priority became both a challenge and exciting opportunity to establish an electronic presence for our chapter. During the summer months the focus was developing our own chapter website. I am pleased to announce our “go live” date on September 18, 2006. Please check us out at nepahfma.org and let us know your thoughts.

Our website was established to enhance member communications, post education meetings, provide **on-line registration to our educational events,** facilitate member feedback and future surveys, recognition of our current sponsors and future links to their websites, as well as information on our new Sponsor Program. We will have updates to the site monthly and provide specifics for each upcoming education session including speaker bios and location details. So for those last minute registrants for the September session (like myself!)…we can register on-line at nepahfma.org keyword “Programs”.

I would like to express gratitude to the Board of Directors for their participation in the Spring Strategic Planning meetings and their support of the strategic initiatives focusing on education and communications. I would like to recognize the Committee Chairs for their dedication and efficiency while serving their roles. If any member is interested in participating on a Committee or helping out at a meeting, I know you would find this both fun and rewarding, please e-mail me at rjbradley@adelphia.net.

Finally, I would like to thank my Team of Officers for their professionalism, commitment, sense of humor, and hard work during the planning phase and since the inception of my Presidency. It is truly a privilege to be surrounded by such talented and loyal individuals as the experience resonates through to our purpose as leaders in both our professional and personal lives.

Sincerely,
Josephine A. Bradley, CPA, MHA
President
HFMA NEPA Chapter

NEPA CHAPTER OFFICERS
2006-2007

President
Ms. Josephine Bradley, CPA, MHA

President–Elect
Mr. Loren L. Stone, CHE, MHA

Program Chair
Ms. Dianne Roberts, FHFMA

Treasurer
Mr. William Schultz, MBA

Secretary
Mr. Frederick Jackson

HFMA NEPA
EDUCATIONAL SESSION DATES
2006-2007

Date	Topic
September 29, 2006	Annual Reimbursement Seminar (Acute, L/T Care, & Physician)
November 17, 2006	The Future of Healthcare/Legislative Update (AM) & Acute/Long Term Care Breakout Sessions (PM)
December 8, 2006	Economic Update – General & H/C Baby Boomer Impact – Holiday Luncheon
February 23, 2007	Revenue Cycle – MC & MA Updates Managed Care Contracts CFO Roundtable (Topics TBD)
April 13, 2007	Asset Management/& Benchmarking Best Practices

HFMA NEPA SPONSORS

The Northeastern PA Chapter of HFMA wishes to recognize and express their sincere appreciation to the following sponsors who have supported the Chapter activities for the 2006-2007 year.

SILVER SPONSORS

Carbis Walker, LLP
HP3 Healthcare Concepts, Inc.
McKay Consulting
National Recovery Agency (NRA)
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Quest System 2000

BRONZE SPONSORS

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OTHER PATRON

Rosen, Jenkins & Greenwald

HFMA NEPA
EDUCATIONAL SESSION

Friday, September 29, 2006

East Mountain Inn–Wilkes-Barre, PA
Route 115, Exit 170A off I-81
Phone: (570) 822-1011

Meeting Information

Annual Reimbursement Seminar

PROGRAM OBJECTIVES: Focused session on Part A Medicare covering MMA update, PS&R Demonstration Project, Final FFY 2007 I/P Rule, Transmittal Changes and 120 Day Bad Debt Interpretation. Physician Part B component will be covered including Medicare Online Fees Presentation/Refund Process and Blue Cross presenting on NEPA Provider relation changes, Hospital Based Physician Credentialing and specific Health and Safety Initiatives.

TARGET AUDIENCE: Chief Financial Officers, CPA's, Controllers, Tax Managers/Directors, Reimbursement & Budgeting Directors/Managers, Analysts, Physician Practice Managers/Analysts, Senior and Staff Financial Analysts, and other healthcare executives and managers.

CPE CREDITS: **6.0 Hrs – *Credit Distribution TBD***

Program Agenda

September 29, 2006

7:30 AM	**HFMA Board Meeting**
8:30 AM	**Registration and Continental Breakfast**
9:00 AM	**Opening Remarks HFMA Chapter Update**
	Highmark Presentation Part A Medicare Issues
9:15-9:30 AM	Jim Palovick, *Provider Audit* *- Medicare Modernization Act (MMA) Update*
9:30-10:30 AM	Donna Silvio, *Reimbursement Coordinator* Timothy Blake, *Reimbursement Analyst* *-PS&R Redesign Update* o Project Update o Demonstration o Reports Overview
10:30-10:45 AM	**Morning Break**
10:45-11:00 AM	Jim Palovick, *Provider Audit* *- Bad Debt 120 Day Rule*
11:00-11:45 AM	Donna Silvio, *Reimbursement Coordinator* *-Federal Fiscal Year 2007 Final Rule Update* (Inpatient, Long-Term Care, I/P Rehab)
11:45-12:00	Chris Zielonis, *Audit Supervisor, Provider Audit-Central* *-Transmittal 15/16*
12:00	**Lunch**
	Presentation Medicare & Blue Shield Part B (Physician) Update
1:00-1:45 PM	Heidi Fisher, ***Provider Education Specialist Highmark Medicare Services*** -Online Fees & Fee Schedules -Refund Process -Other Physician Reimbursement Topics
1:45-2:30 PM	Joseph Malahowski, ***Physician Provider Relations Blue Cross, NEPA*** - BCNEPA Provider Relations Changes - Hospital Based Physician Credentialing - Freedom Blue Product (new Medicare replacement product) - Highmark Blue Shield/FPH Fee Changes - Highmark Navinet (web based on-line functions) - Specific Health & Safety Initiatives
2:30 PM	**Break**
2:45-3:45	Final FFY 2007 I/P Rule Recap- Implications for Cardiovascular Providers David E. Banko, CPA, ***Manager, Payer Relations*** **-**Health Economics & Reimbursement **-**Cordis Corporation, a Johnson & Johnson Co.

Speaker Biographies:

Jim Palovick is the Director of Provider Audit, Highmark Medicare Services. He has 23 years of auditing experience including ten years in the Highmark Corporate Audit Department. Prior to joining Highmark, Jim has held various audit positions at Geisinger Health System and the Department of the Navy. Jim has a Bachelor of Science - Accounting and a Master of Science - Information Systems. He is a Certified Public Accountant (CPA) and is a member of the American Institute of Certified Public Accountants (AICPA), Institute of internal Auditors (IIA), and the HFMA.

Chris Zielonis is an Audit Supervisor with Highmark Medicare Services in the Camp Hill, Pa. office. He has over 21 years of experience in the auditing field in various capacities. Chris is a graduate of Gannon University in Erie, Pa with a Bachelor's degree in Accounting. Chris is a licensed CPA, a member of the American and Pennsylvania Institutes of Certified Public Accountants where he served on the Healthcare and Social Responsibility Committees, a member of the Healthcare Financial Management Association, and an associate member of the Association of Certified Fraud Examiners.

Donna Silvio is a Medicare Reimbursement Systems Coordinator at Highmark Medicare Services. She has more than 21 years of healthcare experience in various staff management positions on both the private and Medicare sides of the business. Currently, she is responsible for Provider-Based issues, testing and validation of the PRICER, the PS&R system, and administration of the Inpatient and Outpatient Prospective Payment Systems. She received her B.S. degree in Business Administration from Robert Morris College and maintains a CPA license in the State of Pennsylvania.

Heidi Fisher is an Education Specialist with Highmark Medicare Services who speaks to providers about Medicare Part B issues. Heidi has nearly 20 years of experience in health care and is a Certified Professional Coder through the American Academy of Professional Coders. She strives to provide excellent customer service to her clients.

David E. Banko, CPA

Mr. Banko is Manager of Payor Relations at Cordis Corporation, a Johnson & Johnson company. He is primarily responsible for developing and implementing programs to assist hospitals and physicians in obtaining adequate reimbursement from third-party payors for the Company’s emerging medical device technologies. Mr. Banko gained extensive experience in health care finance and reimbursement working with hospital systems in Northeastern Pennsylvania. Mr. Banko maintains a CPA license in the state of Pennsylvania and holds a Masters in Finance from King’s College.

Friday September 29, 2006

Annual Reimbursement Seminar

HFMA Northeastern PA Chapter

Registration Form

FAST FAX RESPONSE

TO: Bill Schultz
Geisinger Health System

FAX #: (570) 820-6048

Name: ____

Title: ____

Company: ____

Address:____

Phone: _____________________ **Email**:___________________@_______________

HFMA MEMBER? **Yes** **No** **Member #**_____________

Full Day Session **Yes** **No** **Lunch & Afternoon Session** **Yes** **No**

The following individual(s) will also attend:

Name: ________________________________ **Title:**_____________________________
HFMA MEMBER? **Yes** **No** **Member #**_____________
Full Day Session **Yes** **No** **Lunch & Afternoon Session** **Yes** **No**

Name: ________________________________ **Title:**_____________________________
HFMA MEMBER? **Yes** **No** **Member #**_____________
Full Day Session **Yes** **No** **Lunch & Afternoon Session** **Yes** **No**

Educational seminar fee includes materials and lunch.

Full Day Session:
HFMA Member – **$65** Student/Retired/Unemployed Member - **$30**
Non-HFMA Member - **$90**

Lunch & Afternoon Session Only:

- **$55**

Make check payable to*: HFMA NORTHEASTERN PA CHAPTER*

Please mail or fax registration form by September 25, 2006 to:

William Shultz, Financial Liaison
Geisinger Health System
1000 E. Mountain Drive, Wilkes-Barre, PA 18711-0027
Phone: (570) 826-7392 Fax: (570) 820-6048 Email: bschultz@geisinger.edu

Please Note: To avoid being charged the full registration fee, cancellations MUST be made 72 hrs prior to the meeting date by calling or e-mailing Bill Schultz. Thank you.

INTERVIEW SKILLS FOR DIFFERNETIATING YOURSELF

By Michelle Whittaker-McCracken, CPC, SPHR, CIR

In today's job market, competition is brutal. Even getting to a phone interview can be a moral (morale) victory, but one needs to set themselves apart as "the candidate". Many times the onsite interview really doesn't deal with technical ability or ability to perform job, but more on interpersonal skills, communication, management style, team/collaboration and fit into the culture.

I have been both the candidate and hiring authority, and as a professional who now interviews and screens applications all day long, I can honestly say most candidates with a little preparation, can be smarter in the interview process than the hiring authority. So what can give you this edge?

First, give three to five sentence answers and be concise, so as to demonstrate your communication skills. They can always ask you to elaborate if more detailed information is needed, but don't ramble. Now, let's start with the end, and some questions that show you are sharp, astute and demonstrate your focus on the strategic issues, hopefully differentiating you as the candidate of choice. Then we'll discuss some more basic questions employers can use to assess you as a candidate… so be prepared.

- Please tell me how this position focuses and supports the company vision and mission? Ask them to explain the company culture and how it fits with the position you are interviewing for.
- What is the one thing that I could do, if hire, in this role that will make your job easier? (Ask this to the person that will be your superior.)
- What are the 3 key strategic initiatives you have established for this position?
- What criteria are you using to differentiate candidates, assuming all are qualified, to make your decision about which one to hire? And how will you know you make the right decision a year from now?
- Finally, if bold, ask how many candidates are you interviewing and what is your timeframe to make a decision?

Now, let's get back to some basics and then we'll conclude with "the current mode of interviewing – behavioral questions." Appear interested and go above and beyond, including asking questions (such as previously discussed). Practice and make sure body language is consistent with words and always establish eye contact. Prepare answers to all potential questions and rehearse, including perhaps having a mock interview. If you need clarification to a question, ask the interviewer to clarify or repeat the question. Remember past behavior predicts the future so many employers use behavior interviewing techniques. Further, when appropriate, showcase your research on the company and job (read materials, talk to peers, read company literature and review website, etc).

Now let's discuss some key types of questions, you might be asked, that are behavior oriented. These are also known as performance-oriented prediction & behavioral screening. Many companies focus on these to structure the interview process to clearly understand your response to specific situations, as past behavior can predict future actions. These can address supervisory skills, time management, organizational skills, teamwork, leadership, technical abilities, relationship building, flexibility etc. Some examples include:

- Tell me about the hardest decision/personnel issue you ever had to address.
- Explain how you accomplished something you didn't believe you could?
- Please think about your most significant accomplishment and why you believe it to be most significant?
- You have a problem employee, underperforming and disruptive. Explain how you would discipline this person.
- Give me an example of a time in which you have had to train others in a specific technology. How did you do this?
- How do you handle pressure and stress?
- Describe the most frustrating group project you worked on in which the group had difficulty accomplishing its' objectives. What was frustrating? How did you cope? What did you do t resolve the issues? Did it work?
- Can you recall a recent situation where you had several thinks to accomplish in a short amount of time? Tell me how you accomplished these things?
- Give me an example of one of the most difficult one-to-one meetings you have had with an individual who worked for you? Why as this difficult? What was the outcome of the meeting?
- Tell me about the last time someone criticized your work. How did you react?
- Describe to me a time when you had to communicate with someone who was not familiar with your particular expertise?
- Tell me a bout a situation in which you had to abruptly change what you were doing. What did you do? How did it affect you?
- Describe a situation where you encountered obstacles. Tell me about those obstacles and how you dealt with them.
- When dealing with individuals or groups, how do you determine when you are pushing too hard? How do you determine when you should back off? Give me an example.
- How have you determined what constitutes top priorities and scheduling your time? Give me some examples.
- Tell me about a new policy or idea that you recently implemented that was different from the standard procedure? What approach did you take to get your employees to go along with it?
- Give me an example of when you asked someone to do something and your directions were misunderstood. What caused the miscommunication? What was the outcome?
- Describe the last situation in which you were required to "think on your feet". What did you decide to do? How satisfied were you with the results? What would change if you could?
- Describe a situation where you had to take initiative.
- How have you grown or changed over the last few years?
- Describe the steps that you have taken to improve your performance in your current profession (classes, seminars, etc.)? Give me an example of how you have seen these improvements positively affect your work.
- What is the worst or most embarrassing aspect of your career and how would change it?

And now a few other critical questions to have preplanned answers to these open ended inquiries:

- Tell me about yourself (sue this give your "elevator' speech (a one minute overview) and show you are a real person – include family, hobbies, brief overview of education and experience and sell yourself as open, a real person and answer the questions the potential employer can't legally ask!).
- Tell me about your management style (key terms are TEAM, collaborate, decisionmaker, leader, open, proactive).
- Describe your strengths and weaknesses (give 3 strengths and 1 weakness that really is strength if controlled).
- Where do you see yourself in five years?
- Why are qualified? Or why should I hire you? (Describe specific characteristics or job experience relevant to job, not a repeat of your resume e.g. construction, conversion of IS system, JCAHO, HIPAA, compliance etc.).

In conclusion, it's up to you to control the interview and display your differentiating characteristics. Impress everybody on site by being friendly, courteous and professional…and always smile/greet the individual in the reception area. And one final tip…comment on the exceptional details that stand out such as cleanliness, customer orientation, staff professionalism, or enthusiasm. The interviewer will be impressed that you noticed and in all probability, the interviewer had something to with creating whatever detail caught your attention. You never know who is participating in your interview or providing information about your actions. Finally, leave the cell phone and pager in the car!! This is your career, so take every aspect of the interview very seriously.