Dear fellow WNY HFMA Member:

As a CPA working in public practice I have always had mixed emotions about the fall months. I love the change of the season, cooler nights for sleeping, and of course Football. It also means that winter, and inevitably our annual “busy season”, is just around the corner. Fall is also a time when we all come back to work after enjoying the warm summer months with our friends and family here in Western New York. Hopefully you find yourself refreshed and ready to tackle new challenges!

By the time this is published all of the providers will be dealing with ICD-10. Coders will be busier than ever and finance departments will be implementing strategies to deal with the projected decreased cash flow that this change causes. We will again be looking to do more with less. It is in areas like this that you can get increased utility from your HFMA membership. Our reimbursement committee lead by Russ Previte, Joe Romano and Jim Stabel are constantly collaborating in an effort to work toward improved reimbursement for our health systems. The Revenue committee lead by Cathy Hamilton and Peggy McDonough meet on a regular basis to discuss the topics of the day and share best practices. Finally there are constant education sessions put on locally through our education committee lead by Ryan Caster, regionally on our webinar committee which is led by Justin Reid and Mary Mahaney, and nationally there are educational webinars available to all members. The Webinar’s are generally free of charge for members. I hope you all take the opportunity to enhance your skillset and learn something new to help advance your respective organizations.

To all of those who continue to serve and volunteer for our chapter, thank you for all you do! As always if you have any ideas or topics that you feel would help advance our chapter feel free to reach out to me directly. My contact information is below

Regards

Christopher B. Eckert, CPA

2015-16 Chapter President
Christopher.Eckert@freedmaxick.com
716-332-2656
Upcoming Events

Local and Regional Events

October 28, 2015  WNY Long-Term Care Institute, Classics V, Amherst, NY
October 29, 2015  The 5 Secrets for Creating a Culture of Compliance webinar
November 9, 2015  New York “Medicaid 101” Reimbursement Seminar, Buffalo Niagara Marriott, Amherst, NY
November 12, 2015  Happy Hour Social, Flying Bison Brewing Company, 840 Seneca Street, Buffalo, NY
December 9, 2015  Annual Institute and Holiday Party, details TBA
January 27, 2016  Annual Chargemaster Review, details TBA

Welcome New Members!

Elizabeth Bidjov
Manager
Dopkins & Company, LLP

Claudia Combs
Director of Accounting
Elderwood Administrative Services

Chelsey Kelchlin
Sr. Accountant
Freed Maxick CPAs, P.C.

Chirico Rozsa
Audit Manager
Freed Maxick CPAs, P.C.

David Brooks
Supervisor
Freed Maxick CPAs, P.C.

Karen Costa
Director
Dopkins & Company, LLP

Barbara Lipps
Senior Administrator, Facility Reim. and Operations
Independent Health

Eric Reeners
Manager of Financial Reporting
Erie County Medical Center

“Please take advantage of the many benefits available to our membership. Also, feel free to contact me at Christopher. Eckert @freedmaxick.com or a member of our leadership team using their contact information on our web site http://hfmawny.org/”

Christopher Eckert
Chapter President
Fall Presidents Meeting:
Regional Business in the Windy City

By: Ryan E. Caster, President-Elect

The Fall Presidents Meeting, an opportunity for regional leaders to meet and discuss regional business, was held on September 20 – 22. This year’s meeting was once again held in Chicago, Illinois; however, the event saw a change in venue as the meeting was held at the Chicago Hilton and Towers. This historic hotel was once the largest hotel in the world and has the distinction of hosting every U.S. President since its opening in 1927. The annual meeting is typically attended by the President and President-Elect for each chapter.

The event started on Sunday afternoon (thankfully during the Bills loss to the Patriots) with a welcome and opening remarks from Melinda Hancock, National Chair of the HFMA Board of Directors. Joe Fifer, President & CEO of HFMA, then provided an update on the Chapters 2.0 initiative. Following the general session, each region was provided their own meeting space to discuss regional business. The Western New York Chapter resides in region 2 along with the following chapters: Rochester, Central New York, Northern New York, Metro New York, Hudson Valley and Puerto Rico. The regional meetings were facilitated by our current Regional Executive, Mollie Kennedy. Additionally, each region was joined by an HFMA Board Member and a member of the HFMA national staff for these sessions.

The Sunday regional session was spent reviewing each of the Chapter’s year-to-date progress reports and exchanging ideas on how to increase innovation at the chapter-level to achieve the Chapter Balanced Scorecard metrics. Monday’s regional session began with a continuation of Sunday’s discussion. A lot of time was spent discussing the recent changes to the format of the certification exam. Another topic that saw significant discussion and debate was the current format of the Mini Leadership Training Conference (Mini LTC) and Region 2 Fall Institute. The President-Elects of the respective chapters have agreed to re-convene during the Region 2 Fall Institute to further discuss these topics. Following these discussions, there was some customary regional business to attend to including a cursory review of the Region 2 operating agreement, review of financial performance of the region and appointment of the 2017-2018 Regional Executive. The appointment of the regional executive is rotated between the chapters on an annual basis.

While a lot was accomplished during these sessions, there was also ample time provided to enjoy Chicago and network with the other chapter leaders from our region. On Sunday evening, a majority of the group enjoyed Chicago-style deep dish pizza at Giordano’s, while a smaller group ventured to Wrigleyville to enjoy Taco-Fest (one of the many festivals held in Chicago throughout the summer/fall). On Monday evening, our group enjoyed a beautiful dinner boat cruise on the Odyssey. We couldn’t have asked for a better evening and most were taken aback by the view of the Chicago skyline from the water.
As this was my first opportunity to attend this meeting, I found it very valuable to be able to work closely with the other chapter leaders in our region. The ability to meet and exchange ideas/concerns with our fellow leaders is an invaluable resource as a chapter leader. Additionally, the opportunity to travel to a city like Chicago and network with peers from our region is priceless. If anyone is interested in becoming more involved in the chapter or would like more information about the leadership track, please feel free to reach out to myself or any of the other chapter leaders.

**Paul W. Sweet Memorial Financial Assistance Fund Announcement**

The Western New York Healthcare Association (WNYHA) and the Western New York Chapter of the Healthcare Financial Management Association (HFMA) are pleased to announce that they are in the process of establishing the Paul W. Sweet Memorial Financial Assistance Fund with the University of Buffalo (UB) School of Management Foundation. Paul, a past president of HFMA and Senior Vice President for Membership and Finance for WNYHA, died December 31, 2014. Paul was a valued member of the WNY Healthcare community, especially due to his contributions as the financial representative of WNYHA and his involvement with HFMA. Plans are to roll out the fund to assist students studying finance at UB in Paul’s name; a formal kickoff of fundraising efforts will take place in late October. Watch for more details to be communicated to the Western New York healthcare community; in the interim, the following link will take you directly to the UB Foundation’s donation page for the fund: [http://tinyurl.com/PWSweetMemorialFund](http://tinyurl.com/PWSweetMemorialFund)

**Region 2 Operating Agreement**

**Robert Levesque, Immediate Past President**

The purpose of this article is to inform our membership of the Region 2 Operating Agreement and its most recent amendments. Until three years ago, I took for granted how Region 2 of HFMA was structured and governed. Then, when I became an officer of the chapter, I was able to have input in the review of the Agreement, which governs the working relationship among the Chapters. The Agreement is reviewed annually at the Falls Presidents Meeting (FPM), which has been held in August or September. This year’s FPM was held in Chicago September 20-22, 2015. Ryan Caster, the current year President-Elect, attended. I attended last year as Chapter President along with Chris Eckert, last year’s President-Elect.

Region 2 is composed of seven chapters: Central New York, Hudson Valley New York, Metropolitan New York, Northeastern New York, Puerto Rico, Rochester Regional and Western New York. The following is a summary of the current Operating Agreement with the most recent revisions noted.

**Purpose:** Outlines the purpose of the Agreement. Among the key components, the Region 2 activities “will seek to fulfill the objectives stated in the HFMA By-Laws of each
chapter according to guidelines and limitations imposed by law or by HFMA”. In addition, the President of each chapter “shall be responsible for coordinating the completion of that chapter’s designated responsibility”. Finally, “each chapter shall be equally represented and each chapter shall have equal voting privileges (one vote)”.

**Financial Support:** Outlines the financial support provided to the incoming and outgoing Regional Executives (RE and REE), Regional Executive Elect-Elect (REE-E), and Treasurer for activities within the Region that is not supported or only partially supported in the HFMA National Budget. It includes meetings related to the Annual Region 2 Institute, up to one annual visit to each chapter and attendance at the FPM, the Leadership Training Conference (LTC), the Annual Institute (ANI) and the Regional Executive Council (REC).

**Regional Executive (RE):** Outlines the duties and term of the RE. The principal duties are to coordinate the activities and education plan of Region 2, which also includes the preparation of the Annual Budget. The term of the RE is for one year from June 1st through May 31st. The position is rotated among the seven chapters. The current year RE is Mollie Kennedy from the Northeastern chapter. She will be succeeded by Eric Fehrman from the Central New York chapter. There is provision to skip to the next chapter in the rotation in the event the chapter in line is unable to present a candidate. RE’s are Past Presidents of their respective chapter.

**Mini-LTC:** A Mini-Leadership Training Conference (Mini-LTC) is held each year within the region to provide leadership training to chapter leaders. The targeted attendees are those new to chapter leadership, such as officers, directors and committee chairs. Those attending are a mix of seasoned and newer chapter leaders. The host chapters are on a rotating basis comprised of two or three chapters for each year. This year’s event was held on June 6-8, 2015 at Thousand Islands and hosted by the Western and Hudson Valley chapters. Planning is underway for next year’s event and it will be hosted by the Central, Metro and Puerto Rico chapters. This section outlines the duties and responsibilities of the hosting chapters. The Region 2 Treasury will reimburse the hosting chapters up to $9,000 for the expenses associated with the event. This was increased last year from $8,000. There are provisions for outside speaker expenses and overages, with approval of the Chapter Presidents.

**Fall Presidents Meeting (FPM):** Outlines the location, agenda and the coverage of expenses for the FPM. Effective in 2014, the meetings will be held in one location at the same time, which began with Chicago. Previously, each region determined the times and location. There are plans to use different locations in the future.

**Webinar Committee:** Covers the structure of the committee, its purpose and duties. There is a Program Chair and Program Chair-Elect that serve a one-year term. They are on the same rotation basis as the Regional Executive-Elect. At the FPM of 2014, this section was revised to include the duties and responsibilities of the committee. The number of Regional webinars has greatly increased in recent years and has become one of the region’s prime educational opportunities.

**Region 2 Treasurer:** The region has a Treasurer serving a three-year term who is elected by the Chapter Presidents and President-Elects. The current Treasurer is John Cousins from the Western New York Chapter who was re-elected for a term beginning June 1, 2015. John is a Past President of the Western New York Chapter. This section covers his election/term,
responsibilities and reward, which includes attendance at the FPM and the Annual Region 2 Fall Institute. This section also outlines the amounts in the Treasury and its funding and distributions due to shortfalls or excesses. In 2014, the minimum and maximum Treasury were changed. The minimum was left at $25,000; however, the maximum was increased from $42,000 to $52,000.

**Summary:** The Region 2 Operating Agreement is reviewed each year at the FPM and a new Agreement is executed by the Chapter Presidents, RE and REE. It goes into effect for the next year commencing June 1st and ending May 31st. The above should provide HFMA members with an understanding of how the Western New York Chapter operates under the guidance of the Regional Executive of Region 2.

**Chris Eckert Promoted To Director**

The WNY Chapter of HFMA is pleased to announce that Christopher B. Eckert, CPA, Chapter President, was promoted in July to Director by Freed Maxick CPAs. An announcement appeared in the August 30, 2015 edition of The Buffalo News in the Business News section. Chris has been with the firm since 2001. He currently provides healthcare accounting and consulting services to hospitals, nursing homes and home health agencies. Chris is a graduate of Canisius College with both a bachelor’s degree and MBA.

Chris has been a member of HFMA since 2008 and was the recipient of the Member of the Year Award in 2012. Before being elected to Chapter President, he held the officer positions of Secretary and President-Elect. Prior to becoming an officer, Chris was a member of the Board of Directors and has chaired or co-chaired the Membership and Educational Program Committees. He has also been a member of the Social Events Committee and was one of the coordinators of the annual Golf Tournaments. Chris lives in Amherst with his wife Gretchen and sons Nolan, Austin and Isaac who was just born on September 22nd. Our sincere congratulations to Chris on his promotion!

**ANNOUNCING THE CHAPTER MEMBERSHIP SATISFACTION SURVEY**

On or about October 1, 2015, National HFMA distributed a Membership Satisfaction Survey to every member of our chapter via e-mail. While participation is optional, we strongly encourage you to complete and submit the survey so the Chapter Leadership can improve the services available to you, our valuable members.

Sincerely,

Chapter Leadership

Western New York Chapter of HFMA
Spotlight On: David Bonk, Board Member

Name: David A. Bonk, MBA, CPA.CITP, CMA, FHFMA, FACHE
Birthday: April 11
Age: 55
Current employer and position: Campagnolo Bonk CPA’s PLLC, Certified Public Accountants & Healthcare Consultants, President/Owner

Current role in HFMA: Board of Directors (Class of 2016); Certification Committee Chair, also active in Education Program Committee

HFMA Awards: 2014 WNY Member of the Year

What you enjoy most about HFMA: Comradery of fellow members/ Influencing the development of future Healthcare Professionals

Fondest HFMA memory: Becoming a Fellow / Being Nominated for 2014 WNY Member of the Year

Who or what got you involved in HFMA: Ken Webdale former CFO of St. Mary’s Lewiston and a Past President of the WNY Chapter

Favorite book/author: Start With Why / Simon Sinek
Favorite Musician/Group: ZZ-Top, Nickelback
Favorite actor/movie: Robert DeNiro

Other interests/activities: Family, friends, our three golden retrievers, music, carpentry, fishing, golf, teaching business and healthcare administration

A lifelong resident of Buffalo, David attended Bishop Timon High School and SUNY at Buffalo. He started his career in public accounting before being named CFO of St. Francis Hospital and later held positions with Buffalo General Health System, Kaleida Health and Brothers of Mercy before returning to public accounting in 2006 as Healthcare Practice Director for a large regional CPA firm. In 2014, David formed Campagnolo Bonk CPA’s PLLC which focuses on healthcare assurance, technology and strategic consulting services that empower provider transformation across the continuum of care.
David received his bachelor’s degree with concentrations in accounting, finance and taxation from SUNY at Buffalo and received his MBA in Healthcare Administration and corporate strategy and Long-Term Care Administration from the University of South Dakota and his MS in Health Informatics from the Dakota State University. He is a Fellow of both the Healthcare Financial Management Association and American College of Healthcare Executives in addition to being one of only 114 CPA’s in NYS to hold the AICPA’s designation of Certified Information Technology Professional. David is also an adjunct instructor at a regional college where he teaches healthcare administration, marketing and taxation and participates on a number of for-profit and nonprofit boards of directors.

David lives in Buffalo with his wife Suzanne and their three golden retrievers: Lucky, Plato and Tucker.

New Member Event

On September 17, 2015 members of our local chapter gathered to welcome members who have joined our chapter over the past year. The event began with a presentation from the WNY Chapter leadership team providing an overview of what HFMA as an organization does and what membership means. New members were educated on the structure of HFMA, membership benefits, educational programs and volunteer opportunities. The event ended with a social hour at the Marriott Harbor Center where new members were able to network with current members. Thank you to all who attended.
HFMA Re-Aligns CHFP Program to Emphasize Skills Needed for Success in Today’s High-Value Healthcare Environment

David Bonk, MBA, CPA.CITP, CMA, FHFMA, FACHE

HFMA Re-Aligns CHFP Program to Emphasize Skills Needed for Success in Today's High-Value Healthcare Environment

Reforms in the healthcare delivery environment have placed greater emphasis on providers to improve the value of services. These changes present challenges and opportunities to both providers and healthcare industry professionals. In an effort to support the successful transformation of the delivery system through the development of the required professional skills and competencies necessary to the delivery of high value healthcare, HFMA has accordingly revised its Certified Healthcare Financial Professional Certification Program.

Effective July 1, 2015, HFMA has changed the content, format and price structure of the CHFP program to make the program more relevant to the needs of the industry and its members. The new program specifically targets members that are new to the field or early careerists; experienced managers seeking to advance their careers and executives seeking to professionally develop their staff, as well as members who aspire to be managers and leaders in both traditional and non-traditional healthcare roles. In addition to changes in the scope, content and structure of the exam, the revised format also has a new pricing structure which makes it more economical for members than prior former programs.

**Emphasis on Contemporary Content**

The certification process requires the successful completion of two modules designed to address the essential skills associated with a high-value healthcare environment, including: business knowledge, collaboration, financial strategy and the understanding of future industry trends.

**Module 1:** Business of Healthcare - Addresses the candidate’s general financial knowledge, trends in reimbursement models, healthcare accounting, cost analysis, strategic financial management and the management of financial resources.

**Module 2:** Operational Excellence - Stresses the ability of the candidate to apply the knowledge areas covered in Module 1 to specific case studies related to the Payer, Physician and Provider Business Environments.

**Revised Examination Structure**

HFMA’s new CHFP program also includes changes to the examination structure for certification. Unlike its predecessors, the new program gives candidates flexibility on how and when they take the examination.
Previously, candidates were required to register for examination at a third-party testing location. Today, prospective candidates can take the examination from home, the office or anywhere they have access to a computer and the internet. This provides the candidate with flexibility with respect to balancing work and personal time commitments and provides the candidate with the ability to select a comfortable setting in order to reduce any potential exam anxieties and stress they may have.

As previously mentioned, certification requires the successful completion of both Modules of the certification program. Module I must be completed prior to attempting Module 2. Unlike previous versions of the examination, there is no re-examination fee and the waiting time between attempts has been reduced from 90 days to 30 days. The candidate may take the exam up to 12 times as long as the attempts are completed before expiration of the course materials which is generally 18 to 24 months from the release date of the materials.

Revised Examination Fee Structure

The cost of the certification program has also changed.

Module I (Business of Health Care): $400 Member, $450 Non-Member
Module II (Operational Excellence): $300 Member only

Exam Fee: Included in the Module I and Module II pricing

Re-Examination Fees: No charge for retaking the exam if the exam is taken within 18 – 24 months of registration.

Note: Members must successfully complete Module I prior to purchasing and taking Module II.

Achieving the CHFP Designation

If you were to poll members that have successfully attained certification, it would reveal that there are almost as many examples of successfully preparing for the exam as there are certificate holders. While some members have passed the examination predominantly relying on knowledge acquired as part of their experience in the industry, others have found individual self-study or informal group study sessions with other members of their chapter or work organization to be most convenient and conducive in preparing for the exam. Others have found that joining a formal live or web based study group that is either commercially, chapter or regionally sponsored have provided the needed structure and comradery necessary for successful completion of the exam.

Essential First Steps

Achieving Certification starts with a desire and commitment to personal and professional growth and development, whether you are a young professional just beginning your health care career or seasoned healthcare executive. In either instance achieving the CHFP distinction demonstrates your commitment to keeping current with contemporary thought leadership necessary for personal and organizational success in the continuously changing healthcare industry.
Where to Begin:

1. Speak to CHFP and FHFMA members and learn more about how certification has benefited them and their organizations.
2. Review the HFMA CHFP requirements and informational materials available on HFMA National’s website.
3. Assess your personal goals: “What are my personal and professional career aspirations over the short and long-term?” “What sets me apart professionally from my peers?”
4. Assess your personal, family and professional time commitments. “How much time can I devote to exam preparation and professional development?” “Do I have the same time available daily, weekly or monthly or does it vary considerably?”
5. Assess your current knowledge and competency levels based on the CHFP’s Knowledge Areas by taking the sample exam on HFMA National’s certification website. “What content areas are my strongest?” “What content areas will require the most time and attention?”
6. Determine what study methods and practices are best for your learning style: group, individual, live, on-line or combination.
7. Join your local or regional practice group.
8. Register for Module 1.

How the WNY and North Eastern Regional Chapters Can Assist You

The WNY Chapter has partnered with both CNY and the North East Regional Chapter to provide members with additional benefits and learning aids to encourage successful attainment of the CHFP credential:

1. **HFMA REGION 2 Fall Pre-Conference HFMA CHFP Examination Review Class**
   
   **October 14, 2015 1:00 PM - 5:00 PM at Turning Stone Resort & Casino Verona, NY**

   This session will connect the CHFP study guide concepts to practical applications in order to help you prepare for the CHFP test. Taught by subject matter experts, this course will utilize high level real-world examples, giving you the opportunity to ask questions and hone your knowledge.

2. **12 Week CHFP Examination Web Series Prep Course**
   
   This 12 week prep course is sponsored by the WNY and CNY Chapters of HFMA in conjunction with HFMA’s Northeastern Region 2 – Expected start date January, 2016.

   The course will review the major knowledge content areas of the CHFP exam under the new format and will be delivered in a web-based format for participants at no charge. Instructors for the course will include CHFP and FHMA members from the Northeastern Region who are content experts in various exam areas. The course will follow the HFMA’s exam content specification outline and HFMA approved learning materials and will include the development of answers to sample questions and problems that are representative of the questions presented on the CHFP exam.
3. Study Material Group Purchase Program
The Northeast Region Chapters have worked closely with HFMA national to offer discounts on CHFP Module 1 study materials based on the region’s purchasing volume. The discount which was available through August 31, 2015 offers a savings of $80 off the purchase price of HFMA approved Module 1 study materials which reduces the member’s price to $320 as compared to the full price of $400. We expect that based on the interest and efforts of the group similar saving will be available for Module 2 and future Module 1 group purchases.

4. WNY Chapter Incentives
The WNY HFMA has continuously supported certification of its members through reduced cost study materials, local study groups and reimbursement of exam fees upon successful completion by WNY HFMA members. The Board of Directors is currently reviewing its current incentive policies in light of the new exam format and will issue further guidance in the near future. It is important to understand that even though the chapter encourages achievement of certification status, it is ultimately up to the individual member to make a personal commitment to achieving his or her credential.

Next Steps
If you are interested in pursuing certification and enhancing your professional development and future opportunities we suggest you speak with your colleagues that have attained certification, your Chapter Officers or the Chapter’s Certification Chairperson to learn more about the benefits of certification or visit the HFMA National Website.

SAVE THE DATE!

Earn those last-minute CPEs and join your fellow members for holiday cheer at the

GO BEYOND
Annual Institute & Holiday Party
Wednesday, December 9, 2015
Outsourced Healthcare Call Centers: Hallmarks of Excellence

By Brian Baughman, McKesson Business Performance Services

As more hospitals and health systems embrace the concept of value-based care, patient satisfaction is becoming for them an ever more important measurement of success. Patient satisfaction is driven by positive encounters at every point of contact within an organization. This includes telephone encounters, whether the issue is something as simple as requesting directions, or as complex as a Spanish-speaking patient calling about a bee sting.

To help drive up patient satisfaction scores, some two-thirds of U.S. hospitals utilize call centers to support patients. Call centers are used for nurse advice, pre-admission education, disease management programs, post-discharge follow up, appointment scheduling, medication refills, marketing campaigns, referrals, triage, billing and collections. The cost of maintaining in-house call centers is increasing as call volumes go up. And as physician and hospital reimbursements decline, it’s no wonder that hospitals are seeking to improve call center efficiency.

While one approach to reduce call volume and achieve efficiency is to offload calls to online and automated systems, research shows that people want to connect with live human beings when they need help and that just two bad telephone experiences greatly diminish their opinion of a service provider.

The trend, therefore, among hospitals and hospital systems that want to increase patient satisfaction, is moving toward centralizing and outsourcing call centers to reduce costs and maintain the human connection. Theoretically, this is an excellent idea, but actual results can vary. Many third-party call center providers are too specialized, offering only a few services, or not specialized enough, serving multiple industries generally. This results in frustrated callers who either don’t connect with someone who can help them or who feel as though the agent at the other end of the line doesn’t know enough to help them.

Hallmarks of Excellence

However, a centralized, outsourced call center solution that delivers both efficiency and a positive patient experience is one that displays these 10 hallmarks of excellence:

1. Broad, deep healthcare expertise, with extensive healthcare experience and knowledge that enables the delivery of call center services across a wide range of hospital functions. Representatives are able to determine quickly what kind of help each caller needs and have the expertise to offer that help or know who else does.
2. Personalized attention and accountability. A truly effective call center takes time to adapt to the unique circumstances, personality and experiences of the hospitals’ personnel, capabilities and community mix. As a result, they feel and act as if they are an extension of the hospital’s own staff.

3. Extended availability. An outsourced call center should deliver the level of availability required by a hospital’s community, whether it’s Monday through Friday from 7 a.m. to 7 p.m. or 24 x 7.

4. Transparency. A hospital should have complete visibility - real-time and historical – into all activity and performance of the outsourced call center.

5. Scalability. The call center should be prepared to adjust its representative base to match the hospital’s needs as the hospital grows and develops over time.

6. Security. A call center provider must have the technology and certifications to ensure uninterrupted service and secured individual lines of communications for maximum patient privacy.

7. Robust infrastructure, with back-up power to ensure availability within seconds of any interruption.

8. Quality. A call center should provide much more than a set of warm bodies reading from scripts. Representatives should have skills such as compassion and empathy as well as call center experience and fluency in the same languages as the hospital’s patient population. The call center provider should offer regular, ongoing training for all its representatives.

9. Investment in representatives. The call center provider should treat its employees well, providing attractive benefits and paid time off, so that they will feel valued and will work harder to make callers feel that way as well.

10. Affordability. An outsourced call center provider should provide the hospital significant savings over building and maintaining an in-house call center.

**Benefits of the Right Call Center Solution**

A healthcare call center that provides these hallmarks of excellence will provide hospitals and health systems a wide range of benefits, including:

- Patients will receive the information and services they need faster.
- Patients will spend less time on hold.
- Hospitals will be seen as more responsive.
- Patient satisfaction will rise.
- Hospitals will achieve greater call center efficiency.

- Hospitals will save money over their in-house call centers.

Brian Baughman is the Territory Vice President for the Northeast & Midwest with McKesson Business Performance Services, which provides a comprehensive array of services available to help hospitals and physicians adapt to the post-reform environment. McKesson BPS helps organizations optimize revenue, reduce operational costs and minimize audit risk. In addition, McKesson BPS works with hospitals and physician groups nationwide to implement new care delivery models and payment systems, helping to deliver the tools and resources to effectively manage patient populations while continuing to deliver the highest level of care. Brian may be reached at Brian.Baughman@McKesson.com or at (724-777-1316).

This article was first published in the HFMA St. Louis chapter’s Summer 2015 newsletter, Gateway Gatherings.
2015 Golf Tournament

The annual Golf Tournament was held on July 31st at the Terry Hills Golf Course in Batavia, NY. This is the first year that this event was jointly sponsored by the Rochester and Western New York Chapters. It was a beautiful day and there were 94 participants. A social followed the tournament that included food, beverages and prizes. Our thanks to Stephanie Bottomley and Michael Schoell from the WNY chapter who helped coordinate this event.

HFMA REGION 2 FALL CONFERENCE
October 14-16, 2015
Turning Stone Resort & Casino
Verona, NY
Editorial Policy: Opinions expressed in signed articles are those of the authors and not necessarily those of the WNY Chapter or of the newsletter committee. The committee believes the contents of Fine Print are interesting and thought provoking, and the staff has no authority to speak for the Officers or the Board of Directors of the WNY Chapter of HFMA.

If you have any questions or comments or would like to contribute to future editions of Fine Print, please contact: Jill Johnson (jjohnson@lumsdencpa.com)

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