

# The Appalachian Trail

April 2011

## Inaugural Two-Day Chapter Meeting

By Carrie Frey

The HFMA Central Pennsylvania Chapter accomplished one of its biggest goals during March by holding the inaugural **Two-Day Physician/Hospital Collaborative Meeting**. While it was the 5th Annual Collaborative, this was the first time the chapter held a multiple day meeting. More than 250 attendees took part in two days of education and networking at the Lancaster Convention Center. It was truly a team effort to make this event happen. Thanks to Immediate Past Chapter President **Bill Weik**, who chaired the committee. Without all the time and energy Bill devoted to the event, it never would have been the success it was. (It probably wouldn't have happened at all!) Assisting Bill was a very dedicated committee comprised of **Mike Rupert, Donna Muller, Melissa Weik, Jim Van Etten, and Carrie Frey**.



Chapter President Richard Imbimbo and Jay Simmons, CBC

Another key component of the meeting was quality education, provided by the top-notch speakers who gave their time (and in one case, cut a vacation short) to speak. Thank you to **Frank Cohen, Terri Welter, Dr. Charles Sawyer, Linda Musser, Jim Van Etten, Tony Crisafulli, John Harris, Ron Sterling, Lisa Rock, Chris Jedrey, John Wassell, Joanne Judge, Dr. Mike Ripchinski, Scott McDade, Margaret Dowling, Matt Vogel, Mary Falbo, and Scott Palmer**.



Panel members (left to right): Jan Bergen, Dr. Steven Groff, Dr. David Lopatofsky, George Kyriacou, and Dr. Harold Paz.

One of the most popular sessions was the panel discussion about Affordable Care Organizations led by **Frank Cohen**. It was so popular; there was an article about it in the Lancaster paper. If you missed the article, you may still be able to find it at this link: <http://articles.lancasteronline.com/local/4/369258>.

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HFMA Appalachian Chapter  
of Central Pennsylvania

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## President's Message **Richard Imbimbo**

As my last official President's Message to the Chapter, I would personally like to thank the board and committee members for all their efforts in making this last year such a success. More importantly, I would like to thank all our members for their feedback, encouragement, and support of our initiatives throughout the year. What we "do" is for the membership, and our goal has always been to provide you with a valuable resource for your own professional and personal development. Many of you took advantage of those development opportunities during this last year. Our recent membership satisfaction scores of 74 percent place us second out of the 67 chapters in the country—very gratifying to have an objective validation of our goal to serve the membership.

I admit I moved into the President's position almost a year ago with some trepidation. Since I rejoined the Central Pennsylvania Chapter in 2004, we've had some truly excellent leaders—**John Palkovitz**, **Trish Masterson**, **John Bubb**, and **Bill Weik** (to name just a few!)—who each committed to two year terms in order to provide some stability to the leadership. The bar was set high.

Trish gave me a pep talk that was essentially a play on the "it takes a village" theme, and our "village" (the Chapter) had strong leadership at all levels, and a devoted and enthusiastic membership. The success of this past year was certainly not based on who was in the President's position, but rather the strength of the entire Chapter and its membership that had developed nicely during the past years. Now, as **Mike Rupert** assumes the President's position June, I can honestly tell him that the "village" will support him and encourage him to move the Chapter even further ahead.

Some of our accomplishments this year include:

- The Chapter's name was changed to the **HFMA Central Pennsylvania Chapter**, but we honored our roots by keeping the name of the Chapter's newsletter as *The Appalachian Trail*.
- Significant by-law changes were made to reflect our current structure and activities.
- We accomplished very robust, well-attended sessions (estimating 28 hours per member—a 75 percent increase from where we were five years ago).
- We coordinated two special meetings with HUGE attendance: the day-long meeting at Geisinger, and our FIRST two-day educational session last month in Lancaster. (Not only did we attract 250 attendees, but we generated a profit in our first year.)
- The Chapter realized very healthy growth in our bottom line and cash position
- We hosted two well-attended social networking events: January's Hollywood Casino, and the social hour at the Lancaster meeting.

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**Monday, May 23, 2011**

**Legislative, Regional, & National Updates, Preparing For Changes Coming with Healthcare Reform**

**AGENDA**

- 7:30 a.m. **Chapter Board Meeting**
- 8:30 a.m. **Registration and Continental Breakfast**
- 9:00 a.m. **Welcome and Announcements**
- 9:15 a.m. **Installation of Officers**, *Gregory Adams, Incoming HFMA National Chairman*
- 9:30 a.m. **Leading Change**, *Greg Adams*
- 10:15 a.m. Break
- 10:30 a.m. **Preparing for ACOs**, *Nick Guarneshelli and Jay Simmons, Capital Blue Cross*
- 11:30 a.m. **State Legislative Update**, *Timothy Ohrum, Director, Legislative Services, HAP*
- 12:30 p.m. Lunch
- 1:30 p.m. **Maintaining Workflow Agility through Major Workflow Disruptions**, *Shirah Cohen and Gary Dickelman, EPSScentral LLC*
- 2:45 p.m. Break
- 3:00 p.m. **Federal Legislative Update**, *Scott Malan, Executive Director, Federal Affairs, Stevens & Lee*
- 4:00 p.m. **Day End Raffle and Announcements/Adjournment**



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*President's Message*  
**Richard Imbimbo**

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- The Chapter saw a 2 to 3 percent growth in membership at a time overall national membership is down.
- The Tax and Audit Update meeting was successfully held at two locations: Harrisburg and Lehigh Valley.
- Growth in our number of members passing the certification exams.

Based on these accomplishments, I am anticipating that the HFMA Central Pennsylvania Chapter will be the recipient of just about EVERY award available during June's ANI!

For one last time, based on our current National Chairperson's theme, as I **"Step-Up"** to the Past President's position, I wish you well as you all continue to "Step Up" and serve the Central Pennsylvania Chapter well during the years ahead.

Thank you and **GREAT WORK!** •

*SAVE THE DATES!*



**July 28, 2011:** Healthcare Reform and it's Impact on a State and Federal Level, *HACC*

**September 22, 2011:** Reimbursement, Capital/Construction. The morning will be our Annual Reimbursement Update while the afternoon will be devoted to Capital and Construction, *HACC*

**November 17, 2011:** Accounting and Auditing Update, *Hollywood Casino, Grantville*

**January 26, 2012:** Accounts Receivable & Finance, *Hollywood Casino, Grantville*

**March 22 and March 23, 2012:** Two-Day Hospital/Physician Collaborative, *Lancaster Convention Center*

**May 22, 2012:** State and Federal Update/New Officers/National Chair, *HACC*

# Founders Award Winners

The chapter presented the annual **Founders Awards** during January's meeting. This year's awards went to:

## Muncie Gold Merit Award

**Marilyn Butler**, Holy Spirit Hospital  
**Carrie Frey**, Memorial Hospital

## Reeves Silver Merit Award

**Deb Bowes**, ParenteBeard

## Follmer Bronze Merit Award

**Gary Miller**, Lewistown Hospital  
**Jim Van Etten**, Carlisle Regional Medical Center

After the meeting, there was a social hour to celebrate the award winners. For more information about how to earn Founders Awards, please see the chapter website <http://www.centralpahfma.org/FoundersAwards.htm>.



Top: Chapter President Rich Imbimbo.  
 Bottom: January meeting social.

## Introducing NEW Chapter Members...

New Member	Jonathan T. Baker	Stephen R. Beachy	Jay Stuckey
Where do you work and what do you do?	Lewistown Hospital, Financial Adviser	Trout, Ebersole & Groff, LLP, CPA firm. I oversee financial and tax services for various clients, including practices and surgery centers.	Soldiers + Sailors Memorial Hospital, Director of Patient Financial Services
What was your very first job as a teen?	Mowing grass.	Clearing sidewalks for a neighborhood business.	Dairy Queen
What is the best part of your current job?	Always learning something new each day, as well as the people I work with.	Servicing a wide variety of people and groups.	I have a great staff that is fun to work with.
A job I would enjoy doing without pay is...	Coaching football or basketball.	Grillmaster—I love to cook on the grill!	Bush pilot.
My favorite place is...	Beaver Stadium	Home!	The woods of Pennsylvania.
I will not eat...	Sushi	Sushi. I just can't get past the raw fish factor.	Beets
If I'm not at work, you will find me...	At home with my wonderful wife and daughter.	I don't understand the question "not at work!" (Most likely at home...)	At home in my yard.

# Inaugural Two-Day Chapter Meeting

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Thanks to our panel members **Jan Bergen**, Lancaster General Health; **Dr. Steven Groff**, OSS; **Dr. David Lopatofsky**, Susquehanna Health Medical Group; **George Kyriacou**, Hanover Hospital; **Dr. Harold Paz**, Milton S. Hershey Medical Center; and **Bob Moore**, Lancaster Regional Medical Center.

Thursday night, more than 100 attendees enjoyed a reception at the Convention Center, with Japanese-themed food and dancing. The first of two prizes given out by the chapter was announced Thursday night: **Joel Conaway** from St. Luke's Hospital and Health Network won the iPad. Friday's prize, the flat screen TV, went to **Mark Boff** from Reading Hospital Medical Group.

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March meeting networking breaks.



Top: Past Chapter Presidents Trish Masterson and John Bubb. Middle: Sharon Taube mans the KeyMed booth. Bottom: Volunteers Deb Lutz and Sandy Brightbill man the registration table.

# Member Spotlight:

## Kimberly Rzomp

By Ben Gleason

**Title/Employer:** Vice President for Corporate Finance

**Website:** <http://www.SummitHealth.org>

**College(s) attended:** BA in Economics from Lycoming College, MBA from Shippensburg University

### YOUR HOSPITAL

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**1. What is new and exciting at your hospital or health system?** We are adding a beautiful new addition to our hospital that will allow us to keep up with the demands of health care. Also, our team has worked extremely hard to earn an A+ credit rating.

**2. What is it like to work for your hospital or health system?** Our leadership is fantastic. The CEO and CFO are both visionary leaders who value others' opinions. Their leadership has put our system in a great position to make smart and healthy financial decisions.

**3. What are your department or organizational goals this year?** We have a lot going on in this upcoming year. First, we are implementing Thomson Reuters benchmarking system. We have also been focused on supporting our physician enterprise by implementing an EHR in our physicians' offices. CPOE will be a strategic initiative entering this next year as well. Lastly, we are evaluating services that we provide, making sure they financially make sense while keeping our mission in mind at all times.

### YOUR CAREER

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**4. What is your business philosophy?** We are here to serve the patient. Patient care has to be first in regards to finance.

**5. What is the best way to keep a competitive edge?** I constantly read to learn what changes are occurring both nationally and locally. It is also critical that I understand how our physicians serve as the center of the function of the health system.

**6. How do you measure success?** One way that I measure success is knowing that the system maintains a positive bottom line.

**7. What are your biggest accomplishments in the last 24 months?** The system's weathering of the economic downturn as well as obtaining a favorable bond rating thanks to internal efforts to control costs and boost revenue.

**8. What has been your toughest business decision?** A specific tough decision is when we switched from an LPN model to an RN model this past year and needed to layoff a number of LPNs from the health system. It was the right model to transition to for our patients, and we gave our LPNs opportunities to become RNs. But, at the end of the day, those LPNs were still valuable members of our team, and we were sorry to see them go.

**9. What has been your biggest business lesson learned?** The biggest business lessons that I have learned are both focused on leadership and management. First, I have learned how to effectively communicate with my coworkers. Second, I have had to learn how to effectively lead and manage a team. Summit Health has been the key contributor to improving these skills by providing a managerial coach.

**10. What is your career advice?** From the very beginning, learn everything that you can about healthcare and the facility you work in. Also, take every opportunity that comes your way to be involved.

**11. What do you like least about your job?** IT issues.

**12. What do you like most about your job?** I like people that follow the mission through their actions. I also like the numbers.

**13. When you were a kid, you thought your career would be ...?** Architect



### PERSONAL

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**14. What is your pet peeve?** When the stapler gets emptied.

**15. What are your greatest passions in life?** Being a mother!

**16. What is your favorite book?** Harry Potter series

**17. What is your favorite movie?** Shawshank Redemption

**18. What is your favorite way to spend your free time?** Read, shop, daughter's sports. I hate to garden.

**19. If you could meet anyone, who would it be?** Ronald Reagan

**20. If Hollywood made a movie about your life, whom would you like to see play the lead role as you?** Meryl Streep

### HFMA

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**21. What do you like most about HFMA?** The information/education they provide is extraordinarily practical and cost effective.

**22. What is your favorite HFMA event or memory?** I got the opportunity to attend a cost accounting seminar on Hilton Head Island quite a few years ago and saw Jimmy Valvano.

**23. What can HFMA do to make itself better?** Keep up more of the same.

# Inaugural Two-Day Chapter Meeting

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We would never have been able to make this meeting happen without the generous support of our March program sponsors:

Brandywine Medical Management	MPV
CPPRG/Murray Insurance	MRO
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KeyMed Partners	Phillips Group
Ingenious Med	Real Services
Insight Financial Services	Source Medical
LMS Commercial Real Estate	Stoudt Advisors
M&T Bank	Trout, Ebersole, & Groff

The chapter was very fortunate this year to have four volunteers helping at registration: **Deb Lutz** from OAL, **Sandy Brightbill**, and **Jen Buffington** and **Sandra Castro Munoz** from ParenteBeard. Registration, not to mention the meeting itself, would NEVER have flowed as smoothly without them!

Last but not least, THANK YOU to all the members who have supported our education sessions; the chapter strives to provide valuable education for a reasonable price. In addition, we are always open to ideas. If you have suggestions for next year's collaborative, or if you would be interested in joining the committee, please contact Mike Rupert ([mrupert@susquehannahealth.org](mailto:mrupert@susquehannahealth.org)) or Carrie Frey ([cfrey@mhyork.org](mailto:cfrey@mhyork.org)).



Top: Jen Buffington and Sandra Castro Munoz at registration.

## Sponsor Spotlight



# The Phillips Group

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## Sponsor Spotlight



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