

**MINORITIES &**

# **SUCCESS**

*Winter 2020*

**American Business Women's  
Assosiation-Women on a Mission?**

**Top 3 Reasons Why We Need  
Flexibility in the Worplace**

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# American Business Women's Association - Women on a Mission

By: Suzette Hinton

Joining a friend at a meeting of the Triangle Chapter of the American Business Women's Association (ABWA) was just what I needed. Not only was I impacted by the warmth of the women, but their mission:

To bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

Pondering whether to join or not, I decided to do some research. I found

that this illustrious group of women are part of a national structure uniting women of different nationalities and across cultural boundaries. Believe it or not, ABWA was started by a *man*. Get outta here! In an era where the roles of women were defined inside the home, it's tantamount that a man would lobby for women to be recognized in this manner.

What a difference a world war makes—World War II in fact. When the men were called upon to defend their country, this left a void in the workforce that cried to be filled. No one else was available so the women left home to go to work. Besides, their

family's survival depended on it since the breadwinner was now absent. Despite this contribution to preserve the family and the economy on American soil, when the men returned the women were expected to return to their homebound existence.

Hilary A. Bufton, Jr. said no way. He did not want these ingenious women to go unnoticed, but he knew his solitary voice could not penetrate the biases of his time. So, he partnered with three businesswomen and established the American Business Women's Association, incorporating it on September 22, 1949. This single action sparked a change that would

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challenge traditional roles forever.

Though Mr. Bufton is now deceased, his daughter continues his legacy serving as Chief Executive Officer. Under Carolyn Bufton Elman's leadership, the organization continues to be an indomitable force of empowerment and support. Changes have been made over the past 50 years to remain in step with ever-evolving trends but the underlying values are the same.

What grabbed my attention most were the educational opportunities sponsored by the association. They are the ABWA-KU MBA Essentials program and the ABWA-KU Management Certificate Series. The former is a master's level degreed program but the latter does not require any educational prerequisites. Nonetheless, both expose professional women and entrepreneurs to advanced courses developed and taught by faculty from the University of Kansas School of Business and its KU Center for Management Education.

Do that offer online courses? They do! They even have a Business Skills Tuition Reimbursement program making education affordable. Wow!

At last night's meeting, the members raved about the national conference. My friend nodded in agreement, whispering to me how inspiring it is and how it is a great networking opportunity. Now get this, this year's conference is in Greensboro, NC. That's only a 1 1/2 hour drive from where I live. That's rare. According to the officers, most of the meetings are in other states. The last one was in Anaheim, California. Members were exhorted to take advantage of this rare opportunity.

My friend explained that there is an agenda at each meeting. At this one, there was a guest speaker educating the members about the prevalence of Multiple Sclerosis, especially among women. I was surprised that there were several women, including myself, who knew of someone suffering from the illness. While mingling, one of the members shared that she had been diagnosed in the past. While eating our meal, the group discussed upcoming events, business and one of the members showcased her jewelry business.

At the conclusion of the meeting, I spoke with one of the officials about being a guest speaker. Though the group doesn't compensate their speakers, this would be a great platform to launch into public speaking. Part of coaching is interacting with people one-on-one but also in groups. Accordingly, I anticipate blending a little education and actually engaging the women in a group coaching session. Who knows where this might lead!

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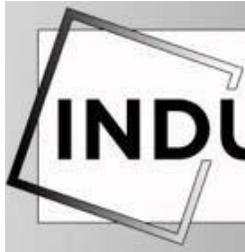


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# Behind Every Business is a Life

By: *Helaine Iris*

I'm going to share a very personal story. My sister-in-law (who was a devoted entrepreneur herself) was recently killed in an automobile accident -clearly a tragic event that has changed me forever. As part of the healing process I'd like to share with you some of the valuable lessons I'm learning as both as a business owner and as a human being.

Being self employed, in my case as a micro business owner, can be one of the greatest freedoms imaginable. It's why many of us start businesses. We determine our own schedules, make rules that suit our lifestyle and passions, generate revenue from our

own efforts, and most importantly, are the creators of our own future. That is, until life happens - suddenly, the unimaginable happens and it all comes to a screeching halt and the flip side of being a micro business owner becomes painfully obvious.

If you stop working, no revenue is generated. If you don't answer email, the pile gets overwhelming fast. Pause your marketing efforts and your pipeline slows to a trickle. But, most of all, your customers rely on you to keep delivering the products and services you are there to deliver.

Paradoxically, it's a no brainer.

Something of this magnitude happens in your life and of course you stop. Everyone understands. There's plenty of encouragement and support to take the time you need. But it doesn't mean it's easy to do, in fact – it often adds more stress to an already tweaked situation.

The blessing in this difficult experience is the powerful reminder that behind every business is a life - **your** life. It's so easy to get caught up and forget that the health of your business is only as good as the health of its owner. Just as you need to have proper insurance coverage, if you sustain a loss of your physical

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property, you need to have proper life coverage to support you as well.

Here's a few things I'm learning you need in order to have and maintain the proper coverage to manage life as it shows up, as it often does, sometimes in very unexpected ways:

### **Insure a reserve of personal "energy equity".**

This point has to do with self care. Just as you need reserve funds in the bank to cover emergencies, you need to have reserves in your energy bank account to draw on when you need it. If you're always living on the edge you won't be able to weather extra stress very well. Even if you can only save the equivalent of \$5 a week - save it.

### **Cut yourself some slack.**

Give yourself permission to not be perfect. Many entrepreneurs feel they

have to give 150% all the time. For example: With everything going on I agonized all week knowing I needed to get a newsletter out by the first of the month. Frankly, I couldn't imagine where I'd find the energy to write, let alone the inspiration. Never the less, it's a commitment I've made to myself that I wanted to honor.

At the eleventh hour I decided to cut myself some slack and simply reprint an article from my archives. As I stood in the shower feeling the relief of my decision wash over me, the title of this article popped into my mind. I knew in that moment it was OK either way. I had a choice. I could easily reprint an article or pull out the laptop and see what might flow.

### **Say yes to support.**

The most amazing part of this experience has been the onslaught of people from all corners of my world showing up and asking if they could do

anything to help. In this particular circumstance it's sometimes hard to know what you need, let alone ask for it. Allowing yourself to be vulnerable teaches you to go with the natural flow of life instead of against it. It actually promotes healing and forward movement and, from what I can see now, provides a blessing for the people doing the supporting.

There are many opportunities in business to ask for and receive help, support or guidance. Begin practicing when the stakes are low, so when the stakes are high, in a time of crisis, you can save yourself some vital energy instead of over stressing yourself out.

In the next few days we fly to Santa Fe for her memorial service. For now, I'm going to take my own advice, cut myself some slack and return to the reality of what's happening in my life behind my business.

It's YOUR life...  
imagine the possibilities!

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# A Career in Healthcare Management

## What Does a Medical Manager Do?

By: Mary Pat Whaley

Whether the title is manager, medical practice manager, physician practice manager, administrator, practice administrator, executive director, office manager, CEO, COO, director, division manager, department manager, or any combination thereof, with some exceptions, people who manage physician practices do some combination of the responsibilities listed here or manage people who do.

### Human Resources:

Hire, fire, counsel, discipline, evaluate, train, orient, coach, mentor

and schedule staff. Shop, negotiate and administer benefits. Develop, maintain and administer personnel policies, wellness programs, pay scales, and job descriptions. Resolve conflicts. Maintain personnel files. Document Worker's Compensation injuries. Address unemployment inquiries. Acknowledge joyful events and sorrowful events in the practice and the lives of employees. Stay late to listen to someone who needs to talk.

### Facilities and Machines:

Shop for, negotiate, recommend, and

maintain buildings or suites, telephones, hand-held dictation devices, copiers, computers, pagers, furniture, scanners, postage machines, specimen refrigerators, injection refrigerators, patient refreshment refrigerators, staff lunch refrigerators, medical equipment, printers, coffee machines, alarm systems, signage and cell phones.

### Ordering and Expense Management:

Shop for, negotiate and recommend suppliers for medical consumables,

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office supplies, kitchen supplies, magazines, printed forms, business insurance, and malpractice insurance as well as services such as transcription, x-ray reads/over-reads, consultants, CPAs, lawyers, lawn and snow service, benefit administrators, answering service, water service, courier service, plant service, housekeeping, aquarium service, linen service, bio-hazardous waste removal, shredding service, off-site storage and caterers.

**Legal:**

Comply with all local, state and federal laws and guidelines including OSHA, ADA, EOE, FMLA, CLIA, COLA, JCAHO, FACTA, HIPAA, Stark I, II & III, fire safety, crash carts and defibrillators, disaster communication, sexual harassment, universal precautions, MSDS hazards, confidentiality, security and privacy, and provide staff with documentation and training in same. Make sure all clinical staff are current on licenses and CPR. Have downtime procedures for loss of computer accessibility. Make sure risk management policies are being followed. Alert malpractice carrier to any potential liability issues immediately. Make sure medical records are being stored and released appropriately.

**Accounting:**

Pay bills, produce payroll, prepare compensation schedules for physicians, prepare and pay taxes, prepare budget and monthly variance reports, make deposits, reconcile bank statements, reconcile merchant accounts, prepare Profit & Loss statements, prepare refunds to payers and patients, and file lots and lots of paperwork.

**Billing, Claims and Accounts Receivable:**

Perform eligibility searches on all scheduled patients. Ensure that all dictation is complete and all encounters (office, hospital, nursing home, ASC, satellite office, home visits and legal work (depositions, etc.) are charged and all payments, denials and adjustments are posted within pre-determined amount of time. Transmit electronic claims daily. Send patient statements daily or weekly. Negotiate payer contracts and ensure payers are complying with contract terms. Appeal denials. Have staff collect deductibles, co-pays and co-insurance and have financial counselors meet with patients scheduling surgery, those with an outstanding balance, or those patients with high deductibles or healthcare savings plans. Make sure scheduling staff know which payers the practice does not contract with. Liaison with billing service if billing is

outsourced. Credential care providers with all payers. Perform internal compliance audits. Load new RBRVS values, new CPTs and new ICD-9s annually. Run monthly reports for physician production, aged accounts receivable, net collection percentage and cost and collections per RVU. Attach appropriate codes to claims for e-prescribing and PQRI. Have plan in place for receipt of Recovery Audit Contractor (RAC) letters. Make friends and meet regularly with the provider reps for your largest payers.

### **Marketing:**

Introduce new physicians, new locations and new services to the community. Recommend sponsorship of appropriate charities, sports and events in the community. Recommend sponsorship of patient support groups and keep physicians giving talks and appearing at events. Thank

patients for referring other patients. Track referral sources. Recommend use of Yellow Pages, billboards, radio, television, newspaper, magazine, direct mail, newsletters, email, website, blog, and other social media. Prepare press releases on practice events and physicians awards and activities. Recommend practice physicians for television health spots.

### **Strategic Planning:**

Prepare ROIs (Return on Investment) and pro formas for new physicians, new services, and new locations. Forecast potential effect of Medicare cuts, contracts in negotiation or over-dependence on one payer. Discuss 5-year plans for capital expenditures such as EMR, ancillary services, physician recruitment, and replacement equipment. Explore outsourcing office functions or having staff telecommute. Always look for technology that can make the

practice more efficient or productive.

### **Day-to-day Operations:**

Make the rounds of the practice at least twice a day to observe and be available for questions. Arrange for temporary staff or rearrange staff schedules for shortages, meet or speak with patients with complaints, and meet with vendors, physicians and staff. Open mail and recycle most of it. Unplug toilet(s).

### **Stay Current in Healthcare:**

Attend continuing education sessions via face-to-face conferences, webinars, pod casts and online classes. Maintain membership in professional organizations. Pursue certification in medical practice management. Network with community and same specialty colleagues. Participate in listservs, LinkedIn and Twitter.

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# Top 3 Reasons Why We Need Flexibility in the Workplace

By: Tina Nacrelli

Flexibility in the American workplace is a movement that is positively changing the way that all work environments (no matter the size) function every day. According to recent research, approximately 80 percent of workers desire flexible workplaces, but only one-third are able to have it. According to Valerie B. Jarrett, senior Obama adviser and chair of the White House Council on Women and Girls, "It's incumbent on the federal government to lead by example. Organizations must offer workplace flexibility not just to be benevolent,

but commit to doing it because it's actually good for business."

Following the passing of the 2010 Telework Enhancement Act, numerous government employees have more flexible working arrangements than before. As more evidence across various industries show the cost savings and enriched employee culture that result from flexible options, more businesses are coming on board. The need for flexibility in the workplace is on the rise, particularly as organizations look outside their current policies to see new and innovative ways to maximize long-term employee loyalty and productivity.

## Attract New Talent

Maintaining a strong understanding of the work-life balance is crucial for a successful human resources program today. Employers and HR managers need to not only encourage the concept of integrating working life into the employee's personal life, but they also require the strategic action to bring more choices and opportunities into their employee culture.

An organization often needs to adopt openness to the changing economy and workforce, and evolve along with it. By reassessing traditional workforce

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policies, HR managers can help reduce the work barriers that may lead employees with potential in their organization to seek out work flexibility that an outside company is able to offer. In actuality, finding new talent is not as challenging as retaining them.

### Save on Overhead Costs

Telecommuting has been a particular flexible work arrangement that enables the employer as well as the employee to benefit. Seeing the ROI of telecommuting is not difficult; common sense would show that basic overhead costs would greatly reduce as you lower the amount of people using office resources every day. By allowing employees the option to work one day(or more) a month from a home office, imagine all you'll save on daily office lighting, heating, air conditioning, and major electronics like computers, fax machines, telephones, and commercial copiers.

### Minimize Annual Turnover

If you take a look at your numbers, you will find that hundreds to thousands of dollars are expended in

turnover and replacement costs. Flexibility is not costly, and being able to minimize the amount of employee resignations at the end of the year bolsters flexibility in the workplace as a cost-cutting strategy for HR managers.

In one example, Bon Secours Richmond Health System, a 12,000-employee nonprofit organization, recently saw turnover decline from 25 percent to 9 percent after they began offering flexible work options such as childcare, wellness initiatives, and job sharing. With an effective ROI measurement plan, you will find that flexible work options including telecommuting and job sharing will reduce turnover while improving overall employee motivation to do more on the job.

Flexibility in the workplace is an important long-term business goal that has a major payoff in the end. Employees gain the feeling of trust, respect, and freedom as a result of having flexible work options. With the opportunities to take of personal and family activities through flexibility in their jobs, they are more motivated to productive job performance while they're in the office. By openly communicating with employees and maintaining a flexible perspective on employee working conditions, an employer will discover many of the valuable time and cost savings and a prosperous future that aligns employee and employer needs for effective growth.

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# Helpful Tips for a College Student

By: Emily Sismour

Being a college student is both demanding and rewarding. The time you spend pursuing and earning your college degree can be taxing. However, what you take away from the college experience and the value your degree will hold in the marketplace will likely outweigh the demands and rigors you experience during your time as a college student.

Typically, college students choose to pursue their degree at an online college or a ground school. Both are good choices and both types of schools traditionally offer a wide

variety of degree programs. Whichever college route you choose- online or ground school- it's essential to ensure that the school is accredited and offers a quality education. Then, it's up to you- the college student- to do the rest!

Let's take a look at a few helpful hints for college students -

As a college student, you may be eligible for federal financial aid or some type of tuition assistance. Take care in exploring your financial aid options and understand that after you have completed your degree, you will be responsible for paying back the money

you have borrowed.

Navigating the financial aid gauntlet can be tough for a college student. One great resource that a college student can use is the FAFSA, or Free Application for Federal Student Aid website. FAFSA's site connects students with all of the information they need in order to apply for financial aid and understand their aid options. On the website you'll also find direct links to your state's higher education agency and various grants and scholarships that are offered. Additionally, FAFSA's website provides users with a scholarship

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search link where students can search for all available scholarships- not just those offered by a specific state. Check out FAFSA'S site at <http://www.fafsa.ed.gov/> to learn more about financial aid and aid opportunities.

As an incoming college student, you'll also have to choose an area of study or a degree program. Popular degree programs include business, finance, marketing, and engineering- although there are countless other degree programs as well. It's important to pinpoint your areas of interest and figure out what type of profession will most suit these interests. If you're interested in math and numbers, a degree in finance or accounting may be right for you. Conversely, if you enjoy reading and writing, a degree program in journalism or creative writing may be your best fit. As a college student, you will have to determine the area of study that's right for you. Determining your area of study or degree program early will often help you complete your degree program more quickly. Many college students wait to "declare" their college major and by doing so tack on extra time to their degree completion. Choose a major in a degree program that you enjoy. By doing so, you will be able to translate your skills and interests into a future career.

One of the greatest resources available to college students are student services. Utilizing available student services will be beneficial to you not only while you're enrolled in school, but also after you graduate.

Student services like tutoring, academic advising and career counseling are offered at both online colleges and ground schools in order to help students succeed in school and after graduation. As a college student, it's important to take advantage of these resources; they're there for a reason and your tuition pays for it. For example, if you're struggling through a difficult statistics course, seek help from your school's tutoring center. Chances are that the more you utilize the student services offered at your school, the better you'll do.

Lastly, it's imperative to set clear-cut goals for yourself. College, whether at an online university or ground school, is a time to grow and enjoy, but it's primarily a time to learn and prepare for your future. Having goals, both short and long-term, will keep you on track until the finish line.

A college degree will likely be one of your biggest investments. Therefore, as a college student, it's important to invest the time and energy into choosing the right school, understanding your financial aid options, mapping out your goals and choosing the degree program that is the best fit for you.

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# Positive Psychology,

## Optimism and Success

By: Bud Bilanich

Sue Shellenbarger had an interesting column in the Wall Street Journal called "Thinking Happy Thoughts at Work." The column focused on the application of recent research in positive psychology in the workplace. Put simply, positive psychology emphasizes building resiliency and positive attitudes instead of solving emotional problems.

This is an approach whose time may have come. The latest Conference Board survey shows that 45% of US workers are satisfied with their jobs,

down from 52% in 2005 and 61% in 1987. In my coaching practice, I'm finding that many people are unhappy with their jobs, while at the same time, they are afraid of losing them.

To my way of thinking, a lot of this angst is the result of a lack of confidence.

Here are some of my best tips for building your self confidence...

**First, become an optimist.** Learn from and then forget yesterday's

mistakes. Focus on tomorrow's achievements. Optimists believe that today will be better than yesterday and that tomorrow will be better than today. Optimism is powerful.

**Second, face your fears and take action.** Action cures fear. Procrastination and inaction compound it. I find that procrastination is the manifestation of fear. When you find yourself procrastinating ask yourself what scares you about the situation. Once you identify admit and embrace your

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fear, you'll be able to do something that will help you move past it.

And you'll find that failure is rarely fatal. Do something, anything that will move you closer to achieving your goals. Thomas Edison always said that he knew thousands of ways of how not to make a light bulb — meaning he failed a lot in his efforts to create a light powered by electricity. He persisted and went on to found General Electric.

**Third, surround yourself with positive people.** Build a network of supportive friends. Jettison the negative people in your life. Hang around with positive people; people who are upbeat about life and where they are going. Optimistic, positive people are contagious. Their enthusiasm will infect you and get you moving in the right direction. On the other hand, negative and cynical people are also contagious. They will

infect you too — but with a malaise that can kill your confidence.

**Fourth, find a mentor.** A strong mentor will help build your confidence and guide you along the way. Mentors are positive people by definition — because they are willing to share their knowledge and experience to help others grow and succeed. No one can go it completely alone. That's why you need to find a mentor and learn everything you can from him or her.

**Finally, become a mentor.** It's never too early to begin helping others. You have learned things that can greatly benefit others. Be willing to share what you've learned to help others from having to learn it the hard way — through personal experience. And, you never learn something as well as when you teach it. By helping others, you'll be helping yourself learn and grow.

Back to the WSJ article. Ms. Shellenbarger ends by quoting Marshall Goldsmith, one of the most well known and respected executive coaches around. He advises us to “find a positive spirit toward what you are doing now, that starts from within.” To me this is just common sense. You can build a positive spirit by becoming more self confident.

The common sense point here is simple. Successful people are self confident. Self confident people are optimists. They face their fears and act. They surround themselves with positive people. They find mentors to help them learn and grow. They mentor others. If you begin incorporating these five things into your life, you'll become more self confident, you will be happier in you work and your life and you'll be on your way to creating the successful life and career you want and deserve.

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