

# Western Reserve Wire

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The Next Meeting for the AAHAM Western Reserve Chapter is the April meeting.



Friday, 4/15/2011  
**A morning meeting** at the **Akron General Health and Wellness Center West** "Summit" Meeting Room  
 4125 Medina Road  
 Akron, OH 44333  
 For Questions Call: 330-665-8000

## President's Message by Sue Bertram



The National Board Meeting was held January in Las Vegas at the Wynn Hotel. This is also the site for our annual ANI in October. It was great to see the other chapter presidents, spend time catching up and sharing ideas. Some of the topics of discussion were the use of social media and becoming more cost efficient and "green".

**Gina Kerr**, Communications Chair, continues her efforts to engage our members to use Facebook, Twitter, YouTube and LinkedIn. She is also tracking the number of "hits" AAHAM receives, as a result of our organization popping up on search engines. We hope seeing our organization on the internet will help spread the word about us and attract new members. We also discussed cost saving measures. You should have received an email in February announcing the winter 2011 Journal was going to be available online only. This will save time and resources, both for the environment and AAHAM.

As a member of the Practices and Standards Committee, we spent several hours reviewing and recommending changes to the Chapter Excellence application. We want to make the instructions more clear for both the Chapters completing the application and for those who grade them.

On a sad note, we voted to dissolve the Tri-State Chapter. Several members from our Chapter worked very hard to help them establish their chapter in 2009. Their members were transferred to our chapter. I hope they will attend our Meetings!

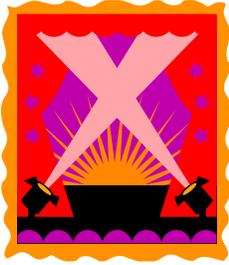
Western Reserve started off the year with a fabulous joint meeting with our friends from HFMA. Due to the success of last year's meeting we decided to do a full day of panel discussion this year. Thanks to **Cindy Hoyt** and **Steve Rybka** for their help in organizing this meeting.

Legislative Days are March 30 and 31<sup>st</sup> in Washington, DC. **Kim Eader**, CPAM, **Lori DeJacimo**, MBA and **Pam McFarland**, CPAM plan on attending to represent our chapter. It is a wonderful experience to be able to meet with your state representatives and discuss healthcare issues that have a direct impact on our day to day work. I know these ladies will represent us well.

Just a reminder that our Western Reserve Chapter has an annual \$1000.00 scholarship funded by our generous Corporate Partners. We plan to post the application on our website and also send out an email blast with information on how and when to apply. We plan on awarding the scholarship earlier this year – before the school year begins in August.

*Continued on page two . . .*

## Vendors' Spotlight!



JP Recovery  
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JP Recovery Services Inc. is a full service collection agency that specializes in healthcare receivable recovery. Our staff of +110 professionals includes experienced medical coders, billers and collectors who are effective in converting aged hospital and physician receivables into cash flow. JPRS represents many of the major healthcare systems in Ohio. Excellent client service and low contingency pricing are benefits enjoyed by our clients

John P Beirne  
JP Recovery Services, Inc.  
(440) 331-2200



**To our vendors!**

We could not do it without you!

## President's Message cont. . .

Chances of obtaining this scholarship are very good **IF** you or your child apply. National AAHAM also has annual scholarships for both members and dependents. Check the National website for details.

<http://aaham.org/Portals/0/Documents/Scholarships/2011ScholarshipApp.doc>

This is our election year. Please contact **Dilys Krueger** if anyone is interested in running for a seat on our Board for a two year term. Our Chapter is only as good as the people working to keep it the best it can be.

**Gloria Dlugo**, CPAM and I will be speaking at the two-day conference of the Inland Empire AAHAM Chapter in Washington State on St. Patrick's Day. **Bonnie Berg**, Chapter President, asked us to do the presentation we did at the National ANI last October. We are excited to visit this chapter and hope to represent our WR chapter well.

Sincerely,  
Susan Bertram, President  
Western Reserve Chapter

## Membership Update by Toni Shamblin, BSBA, First Vice President

In the midst of all of the Ohio snow storms, the skies cleared letting the sun shine brightly and warmed up the temperature for an unseasonal nice day for our February meeting. We had a great turnout for our joint meeting with HFMA, with HUGE turnout totaling 153 in attendance. The topics discussed by the panelist generated great dialogue amongst the group, which resulted in an informative, interactive day.



The Western Reserve Chapter is now at **124** members strong, as of March 8, 2011. We have had 114 renewals and ten new members this year. If you have not renewed your membership, I hope you do so soon. Here are our four new members since the last report.

### Welcome New Members

- **Stephanie Poland** from Knox Community Hospital
- **Jeff Popp** from Southwest General Health System
- **Matthew Prendes** from CPS Statements
- **Tracey Sheriff** from Knox Community Hospital



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## Education Update, by Cindy M. Hoyt, BS/MBA, Second Vice President

We have two **FANTASTIC** speakers and topics lined up for our **April 15th** morning meeting. You do not want to miss this critical education and excellent networking opportunity!

But, before that . . . please mark your calendars now for our fall 2-day education event on September 22nd & 23rd when we are bringing AAHAM back to the Bertram Inn in Aurora , Ohio ... details to come at :

<http://www.aaham.org/Activities/tabid/468/Default.aspx>

### Friday, April 15, 2011

Akron General Health and Wellness Center West  
 " Summit " Meeting Room  
 4125 Medina Road Akron , OH 44333  
 330-665-8000

- **8:00 a.m.** - Registration & Continental Breakfast
- **8:30 a.m.** - Business Meeting & Legislative Day Update
- **9:00 a.m.** - Effective Management: Creating a Healthy Work Environment presented by: **Duane Casares**, LISW-S  
<http://www.casaresconsultation.com/>
- **10:15 a.m.** - Break
- **10:30 a.m.** - HFMA MAP Key 2010 Award Recipient presented by: **Jane A. Berkebile ("JB")**  
 Vice President, Revenue Cycle OhioHealth  
<http://www.ohiohealth.com/>  
 FORTUNE "100 Best Companies to Work for 2008 "
- **12 Noon** - Lunch / Networking

**In addition, Central Ohio HFMA is inviting providers from all over the state through other Ohio chapters to come to a very special meeting April 19, 2011 in Columbus, OH.** The current board chair of Central Ohio HFMA, HFMA Region Six Executive Elect, and a member of AAHAM reached out and offered this program to the members of the Western Reserve chapter. The program will have presenters from CIGNA Government Services, awarded A/B MAC Jurisdiction 15, providing an educational overview with important dates, information and other items related to the transition. It will be a 2 hour presentation with Q & A to follow. This is the first meeting in Ohio, and we are offering it to attendees at an unbelievable cost of **about \$20**. **Ken E. Stoll**, UCB Inc., has been sending emails regarding this great opportunity. If you have questions, please contact [kestoll@ucbinc.com](mailto:kestoll@ucbinc.com) or [chenney@mchs.com](mailto:chenney@mchs.com).

The lighthouse represents the Western Reserve Chapter of AAHAM and how the chapter is “**lighting the way**” for healthcare professionals, providing access to valuable information and resources.



**Western Reserve Chapter Website:**

<http://www.aaham.org/Home/tabid/381/Default.aspx>

The website provides access to previous issues of the *Western Reserve Wire* as well as details on upcoming activities. Also listed are details for upcoming Certification exams and a job board. Be sure to check it out!

## Wanted New Board Members by Dilys Krueger, Chapter Chairwoman of the Board

**WANTED:** Individuals looking for career advancement and leadership opportunities.

Western Reserve Chapter benefits include the opportunity to serve the best AAHAM Chapter in the country as an officer or board member. The experience provides opportunities to learn and grow new skills and abilities. Officers and Board are elected every two years. This is the year we elect new officers and board members for 2012-2013. **WE NEED YOU!**

The past President becomes **Chairman of the Board**. The By-Laws spell out the duties of each position but here is a brief summary of the key areas of responsibility.

- **President** presides at the meetings and is the liaison between National and State Chapter. President attends National Training and attends two National Board Meetings. President oversees all chapter operations and board meetings.
- **First VP** fills in for the President in his/her absence and is in charge of Chapter Development and Membership.
- **Second VP** is responsible for education and program development.
- **Treasurer** is responsible for financial reporting and budget development.
- **Secretary** keeps full minute of all meetings and serves on the Executive Committee of the Board.

Two board members are elected to sit on the board with the officers. Each board member will chose to be a member of one of the committees.

Please let the Nominating Committee comprised of **Dilys Krueger**, Chairman of the Board, **Diane Murray** and **Mary De Frasia** know of your interest or any questions you may have. Our plan is to have the elections completed prior to the September 2-day, so that new officers and board can be announced and the transition plans moved into place.

Please contact:

[Dilys dkueger@unionhospital.org](mailto:Dilys.dkueger@unionhospital.org)

[Mary maryd@mediquant.com](mailto:Mary.maryd@mediquant.com)

[Diane dmurray@theroi.com](mailto:Diane.dmurray@theroi.com)





Quadax offers EDI Clearinghouse and Revenue Cycle Management services exclusively to the healthcare industry. Privately owned, with a history of more than thirty-seven years of steady growth, Quadax is recognized as leading the industry with reliable, responsive service, with the agility to meet evolving industry needs with innovative strategies and solutions. Xpeditor, the transaction management engine designed by Quadax engineers, features expert, comprehensive claims management and editing, with Xtensions to also provide remittance management, denial management, eligibility and claim status transactions, and support for Axis, our Audit Control application for management of RAC and other audits.

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**Congratulations on Certification exams in February!**

**Terry Arnold, CPAT**  
**Anna Chorazyczewski, CPAT**  
**Kristie Robertson, CPAT**

## Certification Corner by Pamela McFarland, CPAM, Certification Chairperson

Spring is just around the corner and so is a great time for certification. Our chapter saw another seven individuals test for their certification in February. Congratulations to:

- **Terry Arnold**, CPAT, Dunlap Community Hospital
- **Anna Chorazyczewski**, CPAT, Renaissance Capital Alliance
- **Kristie Robertson**, CPAT, HMS

What a fantastic accomplishment. A big thank you to **Kim Eader**, CPAM for hosting and proctoring a testing site for Ohio. Whether newly certified or presently certified, it is important to understand how to maintain your level of certification. For technical certification, retesting must be done every few years or better yet, become a member of AAHAM and obtain CEU's and never take that challenging test again!! For professional certification, obtaining CEU's are a must. What better way to complete that task but to attend a chapter meeting. Did you know that the meeting in February was worth 11.5 CEU's!! Please take time to review the rules and obtain forms on the national AAHAM website:

<http://aaham.org/Certification/tabid/56/Default.aspx>

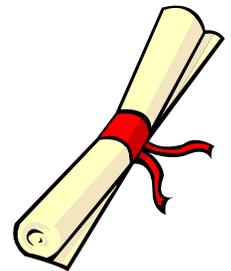
The Western Reserve chapter is happy to provide CEU certificates to anyone who attends a meeting by request. Please contact me anytime, and I will be happy to assist you. So thinking of getting certified? Take that next step and fill out that application today! All applications for the August technical exams are due by June 1st. All Professional applications are due by August 1st, for the September test. I hope to see your name on the list of new certified members soon!! Happy Spring Everyone!

## Certificate of Attendance for February Meeting by Toni Shamblin, BSBA, First Vice President

An AAHAM "*Certificate of Attendance*" is available at the following link:

<http://www.aaham.org/westernreserve/Certification/tabid/471/Default.aspx>

The certificate is very professional in its appearance and displays the AAHAM logo. It also shows the signature of **Pam McFarland**, CPAM, Certification Chairperson. Be sure to access the website to print your certificate! While on the website, please be sure to visit the "**Certification Corner**," to learn more about becoming certified through AAHAM.





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**AAHAM Officers**

**Chapter Chairwoman  
of the Board**



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**All Day Panel Discussion Wrap Up by Marilyn Lipka, Consultant,  
Wolfskill and Associates**

**Program Summary**

On February 18<sup>th</sup>, HFMA and AAHAM held a combined Patient Financial Services Program titled “This Is My World – Welcome To IT!”. The program was well attended and covered several important financial healthcare concerns including the progression of CMS audit initiative, Charity Care, ICD-10 implementation concerns and Accountable Care Organizations. A summary of each program area is provided below.



**OHA Update**

After opening remarks and introductions, **Charles Cataline** (Senior Director, Ohio Hospital Association) led off as the first speaker and continued as the program moderator. He provided an informational update in several areas including the 2012/2013 state budget shortages and the status and progression of multiple audits that CMS is rolling out including Medicaid RACs, the Medicaid Integrity Program (MIP) & Medicaid Integrity Contractors (MICs). Charles also provided status reports on other issues including BWC, IHPPS and OPSS.



**Chapter President****Sue Bertram**

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## Western Reserve Chapter #18

**First Vice President  
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**All Day Panel Discussion Wrap Up cont . . .****“THE RAC”: Past, Present, and Future**

The topic of RACs was discussed by **Don Paulson** (VP Revenue Cycle Management, University Hospital), **Mary Legerski** (Chief Compliance Officer, MetroHealth System) and **Lyman Sornberger** (Executive Director, Revenue Cycle Management, Cleveland Clinic). The speakers discussed the past and present and expected future RAC challenges and their initiatives for the future to ensure

positive RAC outcomes. The discussion included the importance of providing physician documentation education, the RAC's move into medical necessity and concerns that Medicare is considering a move to Milliman's for clinical standards (many facilities use Interqual). The presentation included the following advise "Do not be afraid to challenge the auditors; they have been agreeable to reverse cases if required information is provided."

**Charity Care: From Vague Law to Concrete Practice**

Presenters **Don Paulson** (VP Revenue Cycle Management, University Hospital) and **Matt Sheldon** (Revenue Cycle Director, Lake Health) discussed the expanding Charity Care requirements in new IRS rules and regulations and their potential impact on Healthcare. The discussion included the challenge of implementing a compliant organizational Financial Assistance Policy when the new rules include vague regulatory language for guidance. The presenters reviewed their development process, how they interpreted the regulations and how they are managing the financial assistance process. As part of the discussion a recommendation was made for the generation of a separation of credit and collection policy as it related to the limitations on charges and extraordinary collection actions.



**Second Vice President  
& Education**



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**All Day Panel Discussion Wrap Up cont . . .**

**ICD-10 Transition Perspectives**

In the “ICD-10 Transition Perspectives” presentation, **Christine MacKay-Michels** (Senior Director, Revenue Cycle, Akron General Health System) and **Karen Melton** (Product Manager, Siemens) discussed the transition from both the provider and the vendor perspective. The presenters provided insight into the scope of the transition and lessons learned as part of their readiness assessment for the October 1, 2013 transition to ICD-10. The presenters reminded the attendees that the implementation date is approaching quickly and organizations must prepare themselves by understanding and planning for the required costs, timeframe and resource allocations necessary for a successful transition.



**Accountable Care Organizations: No Turning Back**

Speaking on “Accountable Care Organizations”, **Charles Vignos** (President, Summa Health Network; COO – Summa Accountable Care Organization; VP of Managed Care – Summa Health System) provided an overview of emerging Accountable Care Organizations. It was stressed that the goal is continuing to improve healthcare delivery systems by striving for higher quality that will result in a better value for the cost. Accountable Care Organizations is a Patient-centered approach that provides structure for greater accountability and transparency in the delivery of Healthcare. According to the speaker, “we must face this challenge for the benefit of the patients we serve”.



**Secretary  
& Website**



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**Certification  
Chairperson**



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**National AAHAM Webinars by Lori DeJacimo, MBA,  
Senior Compliance Auditor, Summa Health System**

**AAHAM Webinars** Everyone earns 3 CEU's for attending

- **April 20, 2011 - Tanja Twist**, Senior Director of Operations at Adreima Understanding and Surviving the MIC Audits". Payment due on or before April 8th. You will receive confirmation and handouts via email by April 16th. Full Description and registration form link: <http://www.aaham.org/Portals/0/Documents/42011Regform.pdf>
- **May 11, 2011 - Richard (Dick) Finnegan**, CEO of The Retention Institute as "The Recession is Over and I Quit". Payment due on or before April 29th. You will receive confirmation and handouts via email by May 6th. Full Description and registration form link: <http://www.aaham.org/Portals/0/Documents/51111Regform.pdf>
- **June 1, 2011 - April Langford**, Vice President, Revenue Cycle at University of Pennsylvania Medical Center (UPMC) "Automating Patient Access Workflow; A Case Study". Payment due on or before May 18th. You will receive confirmation and handouts via email by May 27th. Full Description and registration form link: <http://www.aaham.org/Portals/0/Documents/6111RegForm.pdf>

**Online Member Registration**

<http://www.aaham.org/MembersOnly/OnlineMemberRegistration/tabid/535/ctl/Login/Default.aspx?returnurl=%2fMembersOnly%2fOnlineMemberRegistration%2ftabid%2f535%2fDefault.aspx>

**AAHAM Board Members**



**Cindy Anderson**  
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