



WESTERN RESERVE CHAPTER



## Spring 2014

### PRESIDENTIAL PONDERINGS: SANDY PEFFER, PRESIDENT

*It may be freezing in Ohio, but things are definitely **HOT** in AAHAM Western Reserve Chapter #18.*

**New Year = New Officers.** The 2014 – 2015 Chapter Officers have been busy transitioning into their roles. As president, I cannot give enough praise to Janet, Kelly, Mike, Ann, Nan, Jan, John, & Debbie for diving in with both feet. Not to give the previous officers their dues, as they were phenomenal, but this group of devoted people are going to make your Chapter one of the finest across the nation.

**First order of business:** AAHAM/HFMA Super PFS. Right out of the gates. The planning for this event began shortly after the Fall Institute at Glenmoor. *Your* officers, as well as the HFMA committee members coordinated the many tasks necessary to make this event such a success. **And what a success it was!!** There was not an empty seat on Thursday, February 27 at the AGMC Wellness Center West. More than 150 were in attendance. As much as the Arctic Vortex tried it's best to make the drive *impassable*, the meeting started on time.

1<sup>st</sup> speaker up ~ John Rogers. His presentation on Insurance Exchanges was excellent. The information he spoke about was up to the minute

and relevant to the hospitals within Western Reserve's region.

2<sup>nd</sup> Speaker ~ Colleen Deighan. I will be the first to admit, I find ICD 10 coding discussions to be a bit – well – boring. (Sorry to any coders out there). So, with that mind set, I was ready to snuggle down, and enjoy a cup of coffee. Well!! Colleen made **ICD 10** (dare I say it) **INTERESTING!!** Although I enjoyed my coffee, I was nowhere near a snooze fest.

After a short break, came *the Man, the Myth, the Legend* ~ Charles Cataline. His top 10 Hot Topics (+ 2 you can ignore) brought a lot of insight to topics everyone has been wondering about. He spoke about the Rural Floor Wage Index, Presumptive Eligibility and how that will roll out in the next few months, the Two Midnight Rule (and all the push back happening), Hospital Tax Exempt Status, DSH Formulas (and how the 2011 Audits will get serious), LTACS, ACA, SGR, OPPS, RAC (possible new auditor in our region), Medicaid Expansion, APR-DRG, Episodic Payments, Dually Eligible Integrated Delivery System (“MyCare Ohio”), and BWC PPS. **Yes, Charles loves acronyms!!!**

After Charles, lunch was served and attendees got to mingle.

Then ~ the panel discussion with Shawn Stack from Wexner Medical Center OSU, Don Paulson, University Hospitals Cleveland, & Phil Wells, UHHS Elyria Medical Center. All I can say is ~ you had to be there to hear what keeps them up at night!!!

Final Speaker ~ Raymond Moats and the TCPA and Compliance. Hearing his perspective on this national topic was encouraging. The sooner this legislation can be modified, the sooner everyone can have one less compliance concern.

After Ray ~ a nice social networking hour took place in the concourse area. Everyone enjoyed the beverages, food, and conversation.

**Next Order of Business:** Finalizing dates, speakers, and locations for 2014 chapter meetings. **You** have a say in this. What topics do you want to hear about? Who have you heard speak lately that really WOWED you!! Tell us ~ our mission is to provide education, certification, networking, and advocacy for healthcare revenue cycle professionals.

*Sandy*

### **MEMBERSHIP MISSIVES: KELLY DUFFY, FIRST VICE PRESIDENT**

I look forward to the coming year as your First Vice President. I have been in healthcare over 25 years. The last five years I have worked at University Hospitals Health System. I know many of you very well and those I do not, I am looking forward to getting to know you better.

As the New Year starts our chapter membership has a total of 103 members. Please welcome the following nine new members to our chapter: Matthew Bertz, Lisa Bloomfield, Bob Panzenhagen, Brittany Stepp-Robinson, Lori Stefanac, Elizabeth Stewart, Margie Stocker, John Tolaro, and Victoria Zeiger.

I would like to thank Diane Murray for her guidance over the past year. I would also like to thank Kathy Much from HFMA for all of her help with the joint meeting of HFMA and AAHAM. One more thank you and that is to Jimmy Favazzo for volunteering to be on the Membership Committee.

*Kelly*

### **EDUCATION ELOQUENCE: JANET BROZ, SECOND VICE PRESIDENT**

WOW! We are off to a great 2014. Our Joint meeting with HFMA was a true success on February 27<sup>th</sup>. Great speakers, great education, great interaction, great food, and great fellowship.....If

you missed that meeting, never fear we have a fantastic educational year coming your way.

Save the dates for:

May 6<sup>th</sup> at the AGMC Wellness Center morning meeting....

June 27<sup>th</sup>, at the AGMC Wellness Center morning meeting....

September, 11<sup>th</sup> and 12<sup>th</sup>, Location TBD....

December 12th, at the AGMC Wellness Center mid-morning to afternoon (Christmas Party)

Individuals interested in helping with the educational committee please feel free to reach out to me. Janet Broz – email address [jbroz@jprecovery.com](mailto:jbroz@jprecovery.com) or cell phone # (419)681-3503. I really could use your help and input in determining speakers and meeting ideas.

Chuckles for the year: You're not a kid anymore when.....you constantly talk about the price of gasoline, your car must have four doors, you enjoy watching the news, you would rather go to work than stay home sick, and 8 A.M is your idea of "sleeping in." By Jeff Foxworthy

Thought for the Year: Our words reveal our thoughts, our manners mirror our self-esteem, our actions reflect our character, and our habits predict the future...William Ward.

*Janet*

## SECRETARIAL SCRIBBLES: ANN BUCHHEIT, SECRETARY

As 2014 begins, we find ourselves with a new board, new educational opportunities and new business challenges. With the implementation of ICD-10 in October, the ever changing regulations for Medicare, and new reimbursement models that are being reviewed I cannot stress enough that participation in AAHAM is key to our success as healthcare professionals. I urge you to attend as many of the educational offerings presented by Western Reserve as possible. I also, would like to recommend to you the National AAHAM Annual National Institute. This year's ANI has been scheduled for San Diego.

On the board, we have over 70 years of experience in health care. Our Corporate Partners offer a number of solutions that many of us need. You are urged to reach out to the board and our Corporate Partners. Don't forget, to reach out to your chapter friends and network with them to share your challenges and seek solutions for your facility. Our membership and their commitment to our chapter make us all successful.

*Ann*



## **AAHAM certification options include:**

[Certified Revenue Cycle Executive \(CRCE\)](#)

[Certified Revenue Cycle Professional \(CRCP\)](#)

[Certified Revenue Cycle Specialist \(CRCS\)](#)

[Certified Compliance Technician \(CCT\)](#)

*Healthcare patient financial services professionals across the nation and around the globe are looking for an edge... a way to work smarter, build a career, stay informed and make the right contacts; an AAHAM certification helps you achieve all of these goals.*

### **What is Executive (CRCE) certification?**

Executive Certification is an extensive online proctored exam directed to all senior and executive leaders within the healthcare revenue cycle industry, to help equip them for strategic management of the business. This certification possesses the highest level of difficulty combining content knowledge of the business with critical thinking and communication skills. AAHAM offers two types of Executive certification; one focused on the revenue cycle within an institutional (hospital, health system) environment and the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in both specialties.

### **What is Professional (CRCP) certification?**

Professional Certification is an online proctored exam directed to supervisors and managers in the revenue cycle industry, to validate their knowledge and skills. This certification is for the individual who desires confirmation and recognition of their expertise and/or for those who aspire to the executive level certification. AAHAM offers two types of Professional certification; one focused on the revenue cycle within an institutional (hospital, health system) environment and the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in both specialties.

### **What is Specialist (CRCS) Certification?**

Specialist certification is an online proctored exam that tests the proficiency of staff involved in the processing of patient accounts and to prepare them for the many details needed to perform their daily job duties. AAHAM offers two types of Specialist Certification; one focused on the revenue cycle within an institutional (hospital, health system) environment, the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in the institutional and professional specialties.

*“The University of Pennsylvania Health System (UPHS) began a voluntary CRCS certification program to support staff level persons working as part of the revenue cycle. UPHS pays for any candidate to take the test up to three times. The program is very popular with staff, which recognizes the investment that UPHS is making in their personal development. The Patient Accounting Department now offers a reward for passing the exam, paid out annually each year on the individual’s certification anniversary for as long as they maintain their certification.”*

Thomas McCormick, CRCE

University of Pennsylvania Health Systems

### **What is Compliance (CCT) Certification?**

Compliance certification is an online proctored exam that thoroughly tests competencies in healthcare compliance for all staff involved in the processing of patient accounts. It is intended to meet the annual employee compliance training requirements and to support individuals with professional compliance responsibilities in both institutional (hospital, health system) and professional (physician, clinic) settings.

# Corporate Sponsor Spotlight



What do you expect from your Collection Agency? More Money? Tailored Solutions? Effective Tools? WE DO THAT! CBCS is able to locate and collect from patients that owe our healthcare customers money when no one else can. Our proprietary scorecards specifically tailored to the delinquency scenarios of our customers possess detailed and proven attributes. These attributes that predict a consumer's ability to pay are continually updated and validated and are the most powerful in the industry. Find out what more than 250 hospitals nationwide have already discovered.

Robert R. Shaffer, Jr.  
General Manager  
CBCS  
(330) 873-3055  
[Bob.shaffer@cbsnational.com](mailto:Bob.shaffer@cbsnational.com)



THE HMC GROUP is celebrating 81 years as a leader in the resolution of Healthcare accounts receivables. Our service now stretches across 6 states including Ohio. We specialize in a variety of services from our comprehensive Pre-Access Resources Service (PAR), to our Dynamic Early-Out Customer Service program, all the way to our Bad Debt Collections & Legal Teams. In all of our services our goal remains the same and that is to dedicate a team solely to your accounts, to become a seamless business partner, and an extension of your business office. As an extension of your business office, it is our duty and pledge to see that we resolve as many patient balances as possible while preserving a high level of customer service to insure that your patients come back to your hospitals and physicians practices for future healthcare treatment. We are your staff and these are your services to customize and monitor the way that best suits your hospitals and communities. We are here to assist your patients by offering them every avenue possible to resolve their balances. Included in our services are benefits such as color patient friendly appointment reminder statements and patient statements, online patient statement portal, client web portal, online financial assistance applications, Medicaid scrubbing, scoring for propensity to pay, skip-tracing, 100% call recording, dedicated onsite FTE's at your facilities, and much more.

John Prologo  
Executive Vice President/National Business  
Development  
Please visit our website at [www.hmcgrp.org](http://www.hmcgrp.org) or  
Contact us at (888) SELF-PAY ext. 2730

## **H** Joseph R. Harrison Company, LPA

Nice people working smart for you™

Joseph R. Harrison Co. LPA provides the following services to the medical industry: Traditional Collection, Payment Plan Monitoring, On Site Financial Counseling, Early Out/In-House Collection, Customer Service, Special Projects, Self-Pay Receivable Clean-Up and Staff Training. Our clients always come first and we get results without administrative complaints. We never tell a client we cannot deliver a service they need. We own all of our IT systems and we can make them do anything we want. When our clients have issues that require special handling and a deft customer service touch, we are proud that they call us.



The mission of **Team Recovery** is to provide healthcare credit grantors with high recoveries and the utmost professionalism in our industry. This vision has created a service that excels at all types of bad debt receivables so that clients don't have to settle for less than the best in any area of agency performance. **Team** has developed a collection platform that generates a high rate of return, leads to greater patient satisfaction and minimizes complaints. The difference we make is clear to our clients and they would be glad to speak with you regarding our excellent service.

If you would like additional information please contact:

### **B. Roy Engle**

President

(330)916-7030

Email: [rengle@teamrecovery.com](mailto:rengle@teamrecovery.com)



Since 1959, UCB has provided intelligent solutions to health care providers nationally. Solutions include: automated charity technology, payment probability scoring, Medicaid and Medicare discovery technology, bedside Medicaid eligibility, self-pay early-out, pre-collection and bad debt services. UCB offers financial stability, acute analytical skills and technical capabilities to provide the most effective revenue cycle capabilities available today. UCB has the resources, cognizance and technology to skillfully assist you with your revenue enhancement initiatives.

### **Kenneth Stoll, Jr.**

**Vice President Business Development**

Office: 614.732.5002 | mobile: 614.266.0284

[kestoll@ucbinc.com](mailto:kestoll@ucbinc.com) | [www.ucbinc.com](http://www.ucbinc.com)