



# AAHAM WRC

## The Wire

Chapter President & Certification Chairperson  
Sandy Peffer CRCS-1  
Human Arc Corporation,  
Client Relations Specialist  
[speffer@humanarc.com](mailto:speffer@humanarc.com)  
Office/voice: 216-763-8579

Chapter Chairwoman of the Board,  
Second Vice President & Education  
Nan Woldin  
UHHS/CSAHS – Cuyahoga, Inc.  
Director Patient Financial Services  
[Nanette.woldin@stvincentcharity.com](mailto:Nanette.woldin@stvincentcharity.com)  
Office/voice: 440-740-8180

First Vice President & Membership  
Rian E. Young-Pierce  
Director of PFS  
The Union Hospital Assoc.  
[Rerpierce1219@gmail.com](mailto:Rerpierce1219@gmail.com)  
Office/voice: 330-364-0840

Treasurer & Website  
Mike Reppa  
Revenue Group  
[mreppa@revenuegroup.com](mailto:mreppa@revenuegroup.com)  
Office/voice: 216-763-8579

Board Member  
B Roy Engle  
President  
Team Recovery  
[rangle@teamrecovery.com](mailto:rangle@teamrecovery.com)  
Office/voice: 330-916-7030

Board Member  
Ben Gleason  
US Market Leader for Healthcare  
Baker, Tilly, Virchow, Krause, LLP  
Office/voice: 330-338-3290

Secretary  
Teresa Okicki  
St. Vincent Charity Medical Center  
Director Revenue Cycle Operations  
[Teresa.okicki@stvincentcharity.com](mailto:Teresa.okicki@stvincentcharity.com)  
Office/voice: 216-363-7423

Corporate Sponsors  
Sharon Daugherty  
Manager, Client Services  
First Credit Inc. | RevCare | PayMed Solutions  
[sdaugherty@improvefinancialhealth.com](mailto:sdaugherty@improvefinancialhealth.com)  
Office/voice: 330-864-4222  
Ext. 235



### Presidential Ponderings



Fall 2018 is officially upon us – leaves turning, crispness in the air, and EVERYTHING PUMPKIN!!! I must confess – I am a pumpkinholic – might even need to seek counseling 😊 😊

We are also just off a fantastic Joint AAHAM Fall Institute with our friends at Three Rivers Chapter in Pennsylvania. The line-up of speakers was unsurpassed!! So much great information shared, and quite a spectacular location. If you ever get a chance to go to Nemaocolin, I would highly recommend going. By combining with Three Rivers, we were able to not only share the costs, but expand our footprint. There were several providers that are bordering the PA/OH line – and each of them said they wanted to begin coming to the Ohio Chapter Meetings.

Your Board Members are currently planning an educational and fun packed Holiday Meeting. You may have already received a "Save the Date" for December 7.

You won't want to miss this one – Great Revenue Cycle information for 2019 will be provided and a winter wonderland of networking to be had by all.

Western Reserve Chapter has been so fortunate to have the support of all our wonderful Corporate Partners. With their support, you reap the benefits of outstanding educational updates, networking opportunities, and access to national updates. Please be sure to thank all our Corporate Sponsors when you see them next time.

But – If you are asking yourself, "What can I do for AAHAM" – the answer is simple ~~ Tell us what you want to hear about, learn, or get updates on. This is your Chapter – You are a very important part of making it successful. We need your voice and ideas. If you are wanting a specific topic discussed, you can bet there are many others wanting it as well. Don't be shy – we are here for you 😊

### NATIONAL AAHAM HAPPENINGS:

- ANI – October 17 – 19 – Bonita Springs, FL – *Have you registered???*
- Patient's Accounts Week– October 14–20–*Recognize your team for all their dedication and hard work*



#### WESTERN RESERVE CHAPTER

- Legislative Days – April 15 – 16, 2019–*Always a rewarding experience–Please consider participating*



- Certification –
  - **Congratulations to Marcie Carek, Crystal Clinic Orthopaedic Center!!! She passed the CRCP-I in July. Marcie is now Dual Certified, as she also passed the CRIP in July 2017.**

#### *Continued:*

- AAHAM Online Webinars -
  - Topic: Workers' Compensation Billing for Hospitals: 5 Steps to Success**  
When: WEDNESDAY, October 10, 2018 1:30pm - 3:00 PM EDT  
Speaker(s): Matt Ellis, VP of Client Services and Jesse Larrison, VP of Managed Care at EnableComp
  - Topic: The Hidden Dangers of Liability**  
When: WEDNESDAY, November 7, 2018, 1:30pm - 3:00 PM EDT  
Speaker(s): Michael Ford, J.D., Co-Founder and Executive Vice President of Medical Reimbursements of America, Inc. (MRA)
  - Topic: Keeping Score: Utilizing Key Performance Indicators to Transform Your Revenue Cycle**  
When: WEDNESDAY, December 5, 2018, 1:30pm - 3:00 PM EDT  
Speaker(s): Lori Zindl, President of OS Healthcare

- Next Exam Registration Deadline –  
**December 19, 2018** - Registration deadline for March 2019 Exam Period

*By Sandy Pepper*

#### *A Note from Nan*

Fall is in the air.....get outdoors and enjoy the beautiful colors, woody smells and fun activities!

Speaking of fun activities, as your AAHAM Education Chair and Board Chair, I promise that AAHAM Western Reserve Chapter is committed to providing the education that your billing offices need to keep abreast of all of these changes and updates in the Revenue Cycle. It is becoming increasingly difficult to encourage members to get out of the office for vital education and networking. Please remember that our industry is ever-changing and we are obliged to keep up with those changes. Your AAHAM Western Reserve Chapter is here to help!



## WESTERN RESERVE CHAPTER

Our **December** event, on **12/7/18**, features **Shawn Stack**, Director of Health Economics and Policy at the Ohio Hospital Association, presenting 2019 updates. Everything you need to know from your state advocates! **Kevin Willis** will also do a presentation on **Medicare Secondary Payer (MSP)**.



You may think that this is an old topic, but there is new information and tips that we all need to help us survive a CMS MSP audit! And the auditors are around.....I have firsthand knowledge of that. ☺ Kevin worked for many years as a MSP educator for our FI. Lastly, we have **Julie Hall**, from **Integrated Revenue Integrity** presenting all you need to know about the **2019 OPPS Final rule!** What a great lineup! And, of course, we will have our annual **Holiday luncheon** and **gifts**. We'll also continue the tradition of AAHAM gives back, with a Chinese auction of lovely gifts supplied by our Corporate partners. Proceeds will go to Cleveland and Akron/Canton Food Banks. AAHAM will match monies collected. Please join us and bring your staff. Our meetings are **friendly and affordable**.

Speaking of friendly, we partnered with our friends from AAHAM Three Rivers Chapter for a very successful Fall event at Nemaocolin Woodlands Resort in Farmington, PA. Thanks to all of you who sponsored, presented and attended the event. Such great education and lots of fun, too. Who knew we'd have a lion in close proximity to our room and would be able to have a conversation with a mountain lion! What a beautiful location! It was a luau theme, and we had a **hula-va** good time!

Here are a couple of pictures. ☺

Please visit our website for copies of the presentations.

Although there's no "U" in AAHAM Western Reserve, we certainly couldn't maintain our Chapter and Educational events without **you**.....and our **Corporate Partners**. We have the support of hospitals' senior leadership. Please recognize how important it is to obtain the education, maintain CEUs and NETWORK!! Take a half a day for yourself and your career and join us! If you aren't a member, please visit [wraaham.org](http://wraaham.org) to join.

I am planning next year's educational events. Our annual joint PFS meeting with Northeast Ohio HFMA is tentatively scheduled for **February 12**. Watch for details.

If there are any topics that you and your team are interested in, please send me an email and I'll find a speaker.

See you in December!

*Nan Woldin*

[Nanette.Woldin@stvincentcharity.com](mailto:Nanette.Woldin@stvincentcharity.com)



the solution will work. Don't we owe our organizations more than that? **Anyone** can play it safe but to drive maximum value organizations should assess total operations, rank initiatives by their financial value and then select the highest value-driven project. Once complete, move to the next project and continue.

### *Thoughts and Insights from Ben*

#### **Innovation in the Revenue Cycle**

Not too long ago "Revenue Cycle" and "Innovation" would have never been associated together, but that is changing quickly. There are a variety of companies looking at leveraging several point solutions to solve specific problems in revenue cycle processes that will have a significant impact in performance. While the awareness is growing, there is an inherent lack of knowledge about what is innovative and will drive significant results.

In order to proceed, it is appropriate to define "innovative" in these terms from the book "Innovation Navigation" by **Kurt Baumberger**: *in order for something to be truly innovative, it must be a radically new idea, method or device.* Now, to apply this to revenue cycle operations, it should be modified to: *In order for something to be truly innovative, it must be a radically new idea, method or device that has a significant impact on cash flow, net revenue improvement or cost reductions.* With this in mind, there are four considerations necessary to drive innovation throughout the revenue cycle.

1. **The "Most Valuable Pilot" approach.** Too many organizations pick small pilots to solve small problems to safely determine if

2. **Over-dependence on core vendors.**

Organizations often place too much dependence in few vendors who do not provide proactive solutions for some of the more prevalent issues in healthcare today. Most of the big box vendors have reactionary solutions (e.g., place a rejection in a work queue and have a person review it, etc.). While the desire for single vendor solutions is admirable, in reality organizations are not going to effectively solve all issues with a single vendor approach. Imagine going to the same physician no matter what the diagnosis. Heart problems? I'll go see my general physician for a stent. Cancer diagnosis? My general physician should know the protocol to follow. Organization can and should do better. Don't stop exploring solutions just because they may be in addition to your core vendor. If there is a ROI, then another vendor should be seriously considered.

3. **Use of internal resources to solve complex problem.**

If the issues have a high impact on performance, your organization should consider hiring outside help. The challenge with an internal approach is most staff already have a day job and lack experience with innovation and complex





#### WESTERN RESERVE CHAPTER

transformation implementation. Taking on a significant change initiative requires a unique set of skills and content knowledge. When you have a major plumbing problem, do you say “well, I have a pipe wrench, let’s give this a go” or do you call a plumber? Experts are available! Not to mention, using internal resources can *cost* your organization more between delays and hidden expenditures.

4. **Lack of proper analytics to make adjustments and measure success.** This is critical. There will be times when the original estimate of a “future state” requires adjustments. If the right baselines and measurements are not in place, it is tough to make modifications. Operational or process analytics that ingests large volumes of transactional data and pre-built analytics to measure performance and progress are crucial to success and must be timely. It would be challenging to make changes if you only receive data analytics on a monthly basis. These analyses must also have the ability to change on the fly so that anomalies can be explored and trends evaluated in a variety of scenarios as they occur. Best case, you would also have “what if” capability so as adjustments are identified, analyses can be performed on the impact of making specific changes.

If you can safely navigate the four components that are necessary to drive innovation, then your organization has a chance at doing something significant with material impact on your revenue cycle performance.

Submitted by Ben Gleason



#### *Notions from the desk of the Secretary*

Happy Fall ya’ll!

It’s time to “clean up” before the New Year! Get rid of old ideas and bring in some new fresh ideas. How about starting with throwing out that old idea that you just don’t have time to attend an AAHAM meeting. Come to the AAHAM Western Reserve meetings and experience new education, news processes, and effective changes. You may go back to your office with a fresh perspective and great new concepts on the daily workflow. Don’t forget there may be someone that has tackled a problem you are struggling with and they have a great solution.

Join us for a Western Reserve AAHAM meeting, network and have a fun, relax, and get prepared for the next phase that will challenge our world. The future will look brighter when you know you are not in this alone.

See you in December!

Teresa

