



WESTERN RESERVE CHAPTER

2013 Spring Edition

PRESIDENTIAL PONDERINGS: *Nan Woldin*



HAPPY SPRING everyone! (At least I think it should be arriving any day)

Springtime is a time of new growth. AAHAM Western Reserve Chapter has grown to 125 members and our Corporate Sponsors number 27! Our alliance with HFMA has grown such that we hosted our third combined meeting in February-our most successful one to date. I received many, many compliments on the presenters, subject matter, networking opportunities and venue. Special thanks to our Education Committee and their tireless leader, Toni Shamblin, and our Membership Committee led by Diane Murray. What an undertaking it is to prepare this combined meeting!

Our chapter has also grown technologically. We launched our new website and implemented online reservations and payments. You can also follow us on Facebook!



I'm preparing to go to Washington, DC this week to attend the National AAHAM Legislative Days. As many of you know, this is my favorite event. En masse, AAHAM Chapter representatives from across the

country ascend Capitol Hill to attempt to gain support for important healthcare-related legislation. This year, we have a record 23 AAHAM Chapters being represented! With the assistance of our National AAHAM lobbyist, Paul Miller, we are presenting information about the antiquated Telephone Consumer Protection Act (TCPA) to our state legislators, in hopes that the bill will be modernized to accommodate predictive dialing of cell phones. Currently, any predictive dialing of cell phone numbers, without the patient's permission (opting-in) could result in legal action against the caller. This is not only a debt collecting issue, but is as far-reaching as patient reminder calls and emergency messages from your home city. Our legislation needs to match the current telecommunication needs of society.

I know that I've experienced personal growth being a member of this chapter, thanks to the Board of Directors who supports me and all of the personal and professional friendships that I've cultivated. I've also grown professionally, thanks to the wonderful and varied educational sessions we've presented and through attendance at National AAHAM meetings. Mark your calendar for October 16th-18th, the dates of the Annual National Institute (ANI) being held this year in New Orleans, Louisiana! It will be an experience you won't forget, I promise! The Sheraton New Orleans is a fantastic venue, there are great educational sessions scheduled and "the Big Easy" is a city not to be missed. Start working on your boss now!

Lastly, 2013 is election year for our chapter. Become more involved by running for one of our open offices. (President, 1st VP, 2nd VP,

Treasurer, or ad-hoc Board member) The time commitment is minimal and the rewards are many. Please contact me or any one of the Board members for further information.

I hope to see you at the April meeting.
Prepare your garden this Spring and come grow with us!

All the best, Nan

Education Update: Toni Shamblin, BSBA Second Vice President

What a fantastic start to the year it has been for Western Reserve AAHAM. The February meeting with HFMA was a great success! Thank you all very much for your support! I'm looking forward to seeing everyone at the upcoming April meeting.

For the June meeting we have confirmed Dan Dreyfuss to educate on "True Cost Plans" that are creating reimbursement issues. All information and registration forms will be coming out soon. Additionally, the Education Committee has been busy working to put together our September 2-day event. At this time we are still doing tours to decide our location. If you have any suggestions for locations or speaker topics please contact me.

2013 Meeting Dates:

- ❖ Friday, June 14th @ AGMC Wellness Center – morning meeting
- ❖ tentative 2 day dates – September 19th – 20th – location TBD
- ❖ Friday, December 13th @ AGMC Wellness Center – afternoon meeting

Reminder - 2013 is AAHAM election year for the 2014-2015 term. We are looking for individuals that are interested in becoming the new Second Vice President. In this role you will have your own committee to work with to schedule the educational topics/speakers and menu planning. If you are interested or just

curious about this position contact me so I can show you how fun and exciting your life could be for the next two years 😊

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Membership Committee: Diane Murray, First Vice President

Welcome Spring!

It was a long cold winter, but spring has finally arrived!

What better time than spring to renew and re-group, and if you haven't yet done so, now is the time to renew your AAHAM Membership for 2013!

As of March 31, 2013 Western Reserve Chapter membership is 129 Members!

With 110 renewals and 19 new members joining, we are on target to break last year's membership totals! We still have 25 2012 members that have not yet renewed their membership, and we will be combining our efforts with AAHAM National to reach out and contact those that have not yet submitted their application for 2013. Please renew your membership today!

AAHAM National dues are \$175 for the year, and you may register online at www.aaham.org.

****There are no additional dues for membership in the Western Reserve Chapter****

AAHAM is the premier professional organization in health care administrative management. Membership in AAHAM helps you work smarter, advance your career and offers you access to a wealth of revenue cycle information. Come join us for education, networking with your peers and fun!

Make the most of your AAHAM Membership by getting involved and volunteering your time and expertise! Help influence the chapter's growth and broaden your professional network! We welcome your interest and look

Secretary Report: Ann Buchheit

With the events of the past few days, I've been reflecting on our world, my life, my career, and my hopes for the future. One of my life leading principles has been to 'pay it forward'.

The spring flowers are now coming up through what was frozen ground. The trees are being to bud and the earth seems to becoming alive. Spring represents a time of rebirth, recommitment and regeneration.

By representing this organization for the past year, I have been able to be committed to my personal growth, the success of this organization and the expansion of my professional knowledge. Do you find that you

forward to hearing from you! Please contact a Board Member for information on how you can become more involved!

A Quote I like...

"Quantity in membership is important, but it's more important to have quality members."

-[Mike Skarr](#)

See you at the next meeting!

Diane

would like to recommit to Western Reserve AAHAM by being more involved? Due to retirement plans, job constraints, and life in general the board will be going through some changes. If you wish to become more involved in our chapter, please consider sharing your talents by becoming a board member. If you find you have an interest in a board position, please contact one of the current board members. Ballots will be distributed this summer and the term of office is for 2014 & 2015. You have unique talents and interests consider how you can augment the board in support of WR AAHAM.

Ann

Special Article:

Printed with permission of the author: Lyman Sornberger

Thinking that Self Pay is Going Away? Think Again

So you are thinking with exchanges that the self pay will go away. Not! It is projected the national out-of-pocket expenses will rise more than \$400 billion by 2016-double the amount

in 2001. Mandated coverage in 2014 will increase basic insurance plans, leaving the patient covering up to 40% of the responsibility. This is a change with a patient

population that has a potentially low propensity to pay. In addition, the percentage of Americans enrolled in employers' high deductible plans jumped to 28% in 2012.

Did you know?

- 55% of the patient financial responsibilities are never covered
- 81% of "true" self pay responsibilities are never covered
- 2X the additional cost to collect from the patient vs. the payer
- In 2007 patient responsibility was 12% of the total revenue
- In 2012 patient responsibility was 30% of the total revenue
- Self Pay has become the number three payer behind Medicare and Medicaid
- Consumer out of pocket financial responsibility is expected to be as much as 32% more per family in 2014
- "Insured" patient doesn't guarantee full payment
- A new skill set is required to enroll, educate, and advocate for the patient
- ICD.10 potentially will increase the patients responsibility

Resource McKinsey Quarterly "The Next Wave of Change for US Healthcare Payments"

These are just a few facts providers, payers, and employers need to acknowledge as their future. They need to have a strategy and/or partner to respond to the changes. The operating model around the patient out-of-pocket will have to change. Are you ready to respond?

Most are not and/or cannot do it on their own. It is critical you reduce the expense associated with pursuing these out-of-pocket expenses. You will need all the tools in your tool box necessary to become more proficient.

Loan programs, estimator tools, propensity-to-pay, early-out programs, effective payment plans, selling debt, etc. are no longer "nice to have"; they are a MUST have. If you don't have them now; you should be exploring them.

Further; do you have the right collection agencies? Are they performing? Now is the time to evaluate all of this for your organization. Again, many are denying this is the way of the future and thinking more insured means less patient pursuit—not a chance.

In summary, in typical health care change; we attempt to eliminate one challenge and often create another. The key is how you prepare and respond to the issue. Exploring every option to be more prescriptive and creative are essential to responding to the increase in out of pocket expenses. If you do not have many of the programs, there are industry leaders to assist you and most with a significant return on investment.

Biography of Author: Lyman G. Sornberger is the CEO and President of LGS Health Care Consultants. Prior to forming Lyman HCC in 2013; Lyman was with the Cleveland Clinic Health Systems since 2006 as the Executive Director of Revenue Cycle Management (RCM) for the Cleveland Clinic Health System (CCHS). Prior to his affiliation with CCHS he was with the University of Pittsburgh Medical Center (UPMC) for twenty two years as a leader in the revenue cycle management. In parallel in the past twenty nine years he is proud to have served as a consultant and advisor with various practices nationally. He has authored over 2200 articles for HFMA, AHAM, and other leaders in the Revenue Cycle arena. Please contact me for further information, or for recommendations on industry leaders for assistance via email at: Lyman.sornberger@aol.com.

Corporate Sponsor Spotlight



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Human Arc:

Established in 1984, Human Arc serves hospitals and healthcare systems with self-pay reimbursement-related services. These include the company's Eligibility Enrollment Solutionssm (either with or without IQualify Software-as-a-Service technology to help healthcare providers manage their in-house self-pay eligibility screening and enrollment efforts), Disproportionate Share Servicessm, Disability Benefits Connectsm and PayerLogicsm Denial Solutions, Audit Response, Out-of-state Medicaid Solutions and Legacy Conversion Advantage services. Human Arc also provides innovative revenue enhancement solutions to

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Industry watchers are predicting a bumpy road ahead for healthcare reimbursement due to the mandated transition to ICD-10. At Quadax, however, we're doing all we can to fit our clients with shock-absorbers, as it were, by providing ample advance testing capabilities, performing early payer testing, and offering proactive assistance with process analysis so that adjustments may be made well in advance for custom programming and workflow.

Quadax helps to smooth your journey, as well as helping you to arrive at your destination: achievement of unprecedented performance metrics! Learn more at www.quadax.com/xpeditor or give us a call 440.777.6300, ext. 2122.

The Revenue Group:

The Revenue Group is a leader in accounts receivable, eligibility determination and call center services. We provide a competitive advantage for our clients who represent a host of industries ranging from government, to healthcare, to utilities, to finance. We serve credit grantors of every scope and size providing trusted, intelligent business services

that are scalable to best meet the specific needs of each operation.

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Wise Management:

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our experience, professionalism, and commitment to quality will

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