



## WESTERN RESERVE CHAPTER

### Winter Edition

#### *Presidential Ponderings: Nan Woldin*

Happy New Year Everyone!

I can't believe that I have had the privilege of serving as Western Reserve Chapter President for an entire year already! I was fortunate to represent our chapter by attending my first National Board meeting in January, Legislative Days in April and the ANI in October. I met many wonderful people from chapters across the country and shared news about our great chapter with them. The old adage is correct. Time does fly when you're having fun!

Our Chapter had many exciting happenings in 2012, commencing with the fact that it was our 40<sup>th</sup> anniversary year. And.....we made the most of every opportunity to celebrate our Ruby Anniversary during the year. We used red as our color theme, gave away Ruby jewelry and Ruby Tuesday gift cards at meetings, scavenged for a "ruby gem" at the Fall Conference in Geneva, and honored past chapter presidents. AAHAM Western Reserve Chapter 18 thoroughly celebrated our success, history and longevity!

2012 also brought us a brand new website! If you haven't had time to check it out, please do so. Not only does the home page look beautiful, with many wonderful pictures representing areas of Ohio that we serve, but it offers much more functionality with the ability now to register and pay online as well as a

"Members Only" portal that will be launched very soon.

I'm most proud, however, of the commitment, dedication, and compassion of my colleagues, fellow Board members, Corporate Partners and....you.... our Chapter members. Each Board member has made my job easier by bringing their strengths, ideas and talents to the table. Corporate Sponsors continue to enthusiastically support our chapter both financially and collaboratively. All chapter members.....yes, **YOU**, keep our momentum high. Your support is much appreciated. We should be **SO PROUD** that together we raised over \$1300 to support the Cleveland/Akron Food Banks! With the Board matching money, we were able to contribute over \$2600! How wonderful to be able to help so many!

We value you all as members and friends. I hope you choose to retain your membership for 2013 and attend as many meetings as you are able. We have been successful in keeping prices reasonable.....and will offer the best "bang for your buck" again this year!

The Western Reserve Board's New Year resolution is to continue to provide quality educational opportunities and lots of fun! Please consider becoming more involved in our chapter this year or, if you've been putting it off, make 2013 the year you obtain your certification. We're here for you! Contact any Board member, or committee chair, for further information or assistance.

I hope to see you at the February joint meeting with HFMA. Thank you again for the honor of

representing our Chapter as President. I wish you all a Happy, Healthy, and Successful year ahead and I hope you will allow AAHAM Western Reserve to be a part of it.

*Nan*

***Education Update: Toni Shamblin,  
BSBA Second Vice President***

Happy New Year! I welcome everyone back to business and ready for a new exciting year with AAHAM. Hopefully everyone had plenty of time away from work to relax and enjoy your family/friends. 2013 is AAHAM election year for the 2014-2015 term. I am 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 and speakers. Unfortunately I will not be participating as a board member for the next term due to work constraints. 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 😊

**THURSDAY, February 21, 2013 HFMA/AAHAM joint meeting**

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

**Go to our new website to register:**

<http://wraaham.org/site2/activities/>  
This meeting will give you 14 AAHAM CEU's

**7:45-8:15AM** – Registration – Continental breakfast

**8:15-8:30AM** - Announcements

**8:30-10:00AM - Setting Up a Successful Home Based Worker Program**

Dianna Cesa, WVU Healthcare Patient Financial Services Manager

Leah Klinke, WVU Healthcare Patient Financial Services Director – Opportunities and challenges associated with designing and implementing a successful home-based worker program.

**10:00-10:15AM** - Break

**10:15-12:15AM - Optimizing System Performance to Drive Efficiencies & Savings-A Panel Discussion**

Craig Richmond, CPA VP Revenue Cycle – The MetroHealth System  
Don Paulson – CPS, VP Revenue Cycle – University Hospitals  
Karen Mihalik, Interim Executive Director Revenue Cycle Mgmt – The Cleveland Clinic

How to increase hospital efficiency, reduce costs, improve patient satisfaction and address regulatory requirements; incorporating best practices to maximize your organization's investment in technology; using technology and automation to the strategic allocation of your staff

**12:15-1:00PM – Lunch**

**1:00-2:45PM – The Washington Update**

Paul A Miller, President/CEO, Miller Wenhold Capital Strategies, LLC.

**2:45-3:00PM** – Break

**3:00-4:45PM - Discover How Metrics Drive Revenue Cycle Performance and Change Behavior**

Margaret L Schukler, MBA, Revenue Cycle Administer, OhioHealth

**4:45-5:30PM** Networking Opportunity - All Invited

The AAHAM year ended with our December 7<sup>th</sup> meeting. We had great attendance (70+) and our generous Corporate Partners donated 22 gifts to be raffled for 'AAHAM Gives Back'. A new all-time record was set, as we raised over \$1,200 and with an AAHAM Board match that meant we provided Cleveland and Akron/Canton Foodbank each \$1,200 to provide meals for those in our community. If that wasn't impressive enough we also held a drawing for a **Ruby** necklace (\$500 value) in

celebration of our 40<sup>th</sup> anniversary. Patti McFeeley from Fidelity was won the grand prize ☺



***Membership Committee:  
Diane Murray, First Vice President***

### **Happy New Year!**

I hope you had a wonderful holiday season and have begun fulfilling your 2013 New Year's Resolutions!

The end of 2012 brings a close to our Western Reserve Chapter's 40th Anniversary Year and we have very special memories from the events throughout the year, celebrating our "Ruby Anniversary" with cash prizes and ruby jewelry winners highlighting each event!

How special a year 2012 was, and I am looking forward to 2013 with great expectations!

We have already planned a great lineup of educational and networking programs for the coming year, and our first event is a joint meeting with HFMA on Thursday 2-21-13. I am pleased to announce you may now register for meetings online through our website which offers electronic registration and 2 payments options; online credit card payment or mailing in your check payment. Go to <http://wraaham.org/site2/activities> to register.

A big "Thank You" to Toni Shamblin and the Board for making online registration a reality in 2013!

Please take a moment to join or renew your AAHAM membership if you have not yet done so. Please go to [www.AAHAM.org](http://www.AAHAM.org) for instructions on submitting your 2013 application and payment. Remember, membership in National AAHAM grants you membership into Western Reserve at no additional cost! The yearly dues for AAHAM National membership is \$175.00.

Why join AAHAM you ask?? Educational and Career Support, Networking with your Peers, Staying Informed on the Latest Industry Updates and Regulations, and FUN!! WR AAHAM is a great group that you'll enjoy being a part of! Don't miss your opportunity to join today!

Look forward to seeing you at the next meeting!

*Diane*

## ***Secretary Report: Ann Buchheit***

Wow, what a whirlwind was 2012 as a Western Reserve AAHAM board member. It seems more like a few months not a whole year. I wanted to thank all our chapter members for all their support, suggestions and encouragement that the board received throughout 2012. We, as a board, are here to serve you. Your continued participation in the education events offered, for me, are the key to staying informed, involved and we hope excited about health care.

In October, I had the pleasure of representing the Western Reserve chapter at the Annual National Institute (ANI) in Florida. I was a first time attendee and would highly recommend that more of our members attend. The educational events were phenomenal! This year's ANI will be held in New Orleans and I'm already making plans to attend. One of the sessions I attended was a "tips" and review of the AAHAM certification exams. I was personally amazed at how many of the answers I knew just from my years in health care. This confirmation was all I needed to determine that I will be seeking certification over the next year. I would like to challenge and encourage you to consider certification. Like me, you probably know more than you think you do...come on let's do it together!

***Ann***

***Special Article – printed with permission of author – Phil Solomon***

### **Revenue Cycle Leakage – 7 Opportunities for Incremental Revenue Capture**

#### **Identify and Recover Revenue Sources Through Revenue Cycle Capture Audits**

In today's healthcare environment, capturing every cent of revenue due to a hospital is a challenge. There are many reasons, which inhibit recovery, such as satisfying payer documentation and complying with coding

requirements. The elements for billing and collecting revenue are difficult to administer. Intricacies in the billing process and subsequent financial documentation create opportunities for breakdowns in the revenue cycle, which often result in lost revenue.

In addition to the typical challenges of collecting revenue, the upcoming conversion to ICD-10 and the advent of new legislation creating healthcare reform offers more challenges for revenue cycle executives to overcome.

There are many proactive operational strategies available to providers to help improve financial results. Process improvements can come from human capital adjustments or employing innovative revenue cycle technologies. Unfortunately, regardless of the method (s) chosen to help improve revenue capture, leakage and lost revenue opportunities are bound to occur.

#### **The Need for Revenue Capture Audits**

A large source of revenue leakage emanates from highly complex and labor intensive tasks where human error is the causation. The required information needed to make certain determinations come from several departments within the hospital. A shortage of qualified staff, inadequate technology solutions plus full-time equivalent (FTE) turnover are contributing factors leading to errors in processing complex and time-consuming claims and supplying supportive documentation to comply with governmental reimbursement requirements. Revenue capture audits can identify and capture revenue, which often leaks through the revenue cycle and the same audit can provide valuable information helping to find the root causes of breakdowns in workflow.

Providers are challenged to allocate enough full-time personnel to review and correct many billing issues before they result in potential forfeited revenue. The following seven key areas offer opportunities for uncovering incremental revenue through performing revenue capture audits:

- Pinpointing missed reimbursable bad debt opportunities
- Identifying and resubmitting unseen claims for Medicare Reimbursement DRG (TDRG)
- Uncovering valid Medicaid eligibility coverage
- Discovering hidden Medicaid disproportionate share (DSH) payments
- Validating a volume decrease adjustment from Medicare
- Ensuring that proper shadow billing requirements are met
- Identifying and recovering Tricare/(CHAMPUS) claims

Identifying and rebilling for lost revenue opportunities requires cogent knowledge of the significant changes to Medicare and Medicaid, a close working relationship with all the individual fiscal intermediaries, direct access to Medicare and Medicaid EDI feeds and access to data analysis engines to make faster and more informed recovery determinations.

Due to the complexity and skill required to capture all sources of revenue, many hospitals turn to revenue audit vendors for help.

### **What to Look For When Selecting a Revenue Capture Audit Vendor**

Choosing the right vendor is of paramount importance. Not all vendors are equal in quality and ability. Furthermore, not every vendor will be an appropriate fit for your hospital or health system. Most importantly, it is critical to select the right vendor that you feel you can comfortably and effectively collaborate. An important consideration when selecting a revenue audit vendor is to choose a firm who can demonstrate a history of successful performance. Consideration should also be given to vendors who have competencies in all seven areas of revenue capture and who offer a choice of an internally driven technology solution that a hospital's staff can administer or an externally outsourced service solution.

By offering two models for performing revenue audits, revenue cycle executives have the option to choose a solution, which fits the hospital or health system's corporate culture and financial objectives.

Currently very few companies can perform as a sole-source provider to address all seven key areas of incremental revenue capture. Even fewer companies can offer an option of installing a leading edge software platform for the hospital's staff to use that addresses all seven revenue capture areas. Recently, select few companies have broken the basic standard of service typically seen in the marketplace and now offer an array of solutions, not available in the recent past.

In today's healthcare vendor marketplace, there are audit companies that provide an excellent work product and offer the technology that can meet the criteria listed above. Choose your method of performing revenue capture audits carefully and select the right vendor for your organization, and your hospital will minimize revenue leakage and reap the benefits of capturing every cent of revenue available.



# Corporate Sponsor Spotlight



## CPS Statements

CPSstatements.com, established nearly 30 years ago, remains a privately owned statement processing print to mail vendor committed to our client's satisfaction. Focusing in the healthcare arena our Smart Solutions provide dynamic color printing, letter archive and an online payment portal to bring industry leading efficiencies and strategies to our valued client partners.

### **Diane Cozart**

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## Credit Adjustments Inc.:

Credit Adjustments Inc. (CAI) has been an industry leader in health care accounts receivable management for 35 years. Since the company's inception in 1977, CAI has evolved from a staff of six to a thriving 100+ employee agency with four call centers. Headquartered in Defiance, Ohio and with offices in Georgia, Minnesota and New Hampshire; the company specializes in health care account receivables. With extensive health care experience, industry accepted technology and proven strategies, CAI understands the nuances and specialized requirements necessary for regulatory compliance in the health care industry. For more information about CAI on their superior customer service and high recovery techniques visit [www.credit-adjustments.com](http://www.credit-adjustments.com) or call their toll free number at 1.800.544.6359.

### **Samantha Pixler**

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**Cell:** 419-450-8322

### **Credit Management Co.:**

Credit Management Company is a premier, full service collections and accounts receivable management agency that is dedicated to accelerating cash flow. We are committed to providing an array of optimum services focusing on all points of the revenue cycle from our EBO services, including Day 1 patient statements, to bad debt collections. CMC delivers value-added programs tailored to our business partners' needs and have a passion for understanding and exceeding their expectations. Our services are designed to increase cash flow, lower operating costs, reduce delinquency, and improve customer care and support. We are able to deliver this due to the implementation of state-of-the art collection tools & techniques, industry knowledge & expertise, open & frequent communication, and most importantly ...hiring the best people in the industry. Contact us at 1-800-472-1483 for your free evaluation.

#### **Ben Gleason**

Account Executive

Credit Management Company

(w) 1-800-472-1483, ext. 122

(c) 330-338-3290

[www.creditmanagementcompany.com](http://www.creditmanagementcompany.com)

### **Joseph R Harrison Co. LPA:**

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 can not 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.

#### **Laura Eberly**

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## **Professional Medical Services (PMS):**

Professional Medical Services (PMS) is a nationally recognized outsourcing partner for hospitals and health systems. PMS' primary focus is assisting hospitals in effectively managing small-balance insurance claims, which allows internal hospital staff to quickly resolve large-balance and more automated insurance accounts. PMS hospitals experience a 30% to 40% increase in cash collections (compared with historical collection rates), a reduction in write-offs from missed filing deadlines and at least a 5-to-1 income statement benefit, compared with past hospital efforts. PMS does this through fast account resolution processes, software and unique reporting.

### **David McCullough**

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## **RevSpring:**

[RevSpring](#) was formed by the merger of [DANTOM Systems](#), [PSC Info Group](#), [BestBill](#), and [Data Image](#).

RevSpring optimizes revenue cycle communication, helping health care organizations overcome the barriers to payment with patient centered communications, data analytics, and multi-channel payment and distribution applications.

RevSpring facilitates over one billion customer interactions annually. Its patient centered communications and multi-channel platform increase payment options and enhance the patient experience by communicating via preferred channel– print, digital, telephony, and mobile.

### **Casey Williams**

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