



American Association of Healthcare Administrative Management

Western Reserve Wire

Issue #3 – October 2008

President's Message by Dilys Krueger, MSHA, CHAM

In This Issue...

- President's Message
- Membership Update
- Education Update
- Certification Corner
- Vendor Spotlight
- Feature Article
- Board Members

Mark Your Calendars!



Save the Date for the 2008 Annual AAHAM ANI "A MAGNIFICENT MILE OF EDUCATION IS BLOWING IN THE WIND"

This year's ANI will be held on October 8-10, at the **Hyatt Regency** in Chicago, IL.

October 13-17, 2008 Patient Account Management Week

We still have some AAHAM shirts for sale in various sizes for \$20. They would make great PAM week gifts for your staff!

Friday, December 12

11:30 a.m.–4:00 p.m.
Holiday Meeting
Akron General Health and Wellness Center West, "Summit" Meeting Room
4125 Medina Rd.
Akron, OH 44333
330-665-8000
330-665-8091 Fax



On September 11th, we took time out at our Western Reserve 2-Day Educational Conference to remember. We also remembered and shared stories about where we were on 9/11 around our lunch table. We then went on to experience a very informative and exciting 2-Day event. I brought home valuable handouts for my staff and Vice-President. The sunny afternoon gathering at the lake to network and relax was great too!

Thanks to Steve Rybka, Corporate Partner Chairman for coordinating the Western Reserve Give Back project at our 2-Day. The board matched donations by attendees and we are sending a \$900 check to the City Mission in Cleveland. What a blessing!

Then two days after our September 11th & 12th Conference, the worst windstorm to hit Ohio sent many of us into darkness. Everyone seems to have a "storm story" to tell. One of the themes I am picking up on is that neighbors helped neighbors.

There is an analogy with the storms we are still digging our way out of in Ohio and the Western Reserve Chapter of AAHAM. Our lighthouse logo symbolizes members helping members to handle the many changes and issues facing Patient Financial Services Management in all of our facilities. The programs that we presented at the 2-Day were real topics with real solutions that we could take back to light the way for improved processes, policies, and revenue cycle management (adding to the bottom line).

We have 97 members at the time of this writing. Numbers are great but the participation and sharing amongst our members is most important. You will have another opportunity to get together December 12th at Akron Health and Wellness Center. Save the date and look for details to follow.

Together we can weather the storms of change that surround our healthcare industry. The Western Reserve Chapter of AAHAM is here to help light the way....

Sincerely,
Dilys Krueger
President Western Reserve Chapter



Steve Rybka presenting our \$900 check to Mr. Jim Whiteman from The City Mission. He reminded us that the money will be used in Cleveland to help shelter, clothe and feed families in need starting today.

2009 Meeting Dates

Friday, 2/13 - AFTERNOON
Thursday, 4/09 - MORNING
Friday, 6/12 - MORNING
2-Day Event: 9/10 & 9/11/09
Friday, 12/11 - AFTERNOON

Thank You! 2008 Corporate Sponsors

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- Quadax, Incorporated
- Revenue Group
- Sakal/CAI
- Team Recovery
- Terry J. Reppa & Assoc.
- UCB
- Wise Management Services

Board Members

Chapter Chairperson
Mary White, CPAM



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Membership Update

THANK YOU to everyone who helped at the reservation desk for the 2-day event. We were very busy handing out drink tickets, shirts, folders and selling chances to win the many gifts donated by our corporate vendors. We had 54 people who registered to attend. What a wealth of knowledge was gained there.

At the end of the 2 day Steve Rybka thanked everyone, but we did not THANK him. Steve adds so much to this organization and puts as much or more into each and every meeting. I want to say THANK YOU to Steve and Pam Rybka for all they do and did to make the 2-day and every other meeting so successful. Also, a big thanks to James Monroe from CPSstatements.com for printing an updated AAHAM/Western Reserve Membership Booklet for all members. For those that did not attend the two-day session, they were mailed to the address that is on file with national.

We currently have grown to 97 members and an indication of what a great organization we are becoming. Please continue to pass names on to me that we need to invite to our meetings in order to grow the membership.

Patti Day
First Vice President

Education Update *by Cindy Anderson, 2nd VP Education*

The education committee will be wrapping up our 2008 educational agenda with our annual Christmas meeting on December 12, 2008. We are working with E&Y to do a presentation on Medicare Bad Debt reporting. With all of the recent changes and clarification, this is a meeting you will not want to miss! Please save that date and also plan to bring some of your Medicare staff so they have a chance to hear the presentation. Our Christmas meeting is always one of our most enjoyable meetings and the topic will be timely for your year end cost reporting. Thanks for all of your support this year and see you in December!

Respectfully,

Cindy Anderson
Regional Director Patient Financial Services
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Certification Corner

Congratulations to **Sharon Trammel** from Summa Health System & **Marija Balan** from Michigan on passing their technical certification exam in August

2008 Certification Calendar

November 10-26, 2008 - CPAT/CCAT/CCT exams
December 1, 2008 - Registration deadline for February 2009 CPAT/CCAT/CCT

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Vendor Spotlight: CPSstatements.com



Partner Spotlight! That's how we will refer to this article. Why? CPS has no desire to just be your vendor. We want to be your partner – a partner of AAHAM and our customers. This means so much more than just a vendor. A vendor is the equivalent of a vending machine. A partner shares, collaborates, works with others for the overall good, and is the equivalent of an associate or colleague. With this in mind, here is an explanation as to why CPS is a great partner. Long gone are the days of commodity-based printing and mailing services of standard patient statements. Statement outsourcing must become a real Patient Financial Communications solution. Ideally, current technology and patient demographics should forge to meet each patient within their given situation. Ultimately, this approach has a proven Return on Investment that can be measured within a healthcare organization's revenue cycle.

CPS provides print-to-mail and web based Patient Financial Communications, with value propositions in these six (6) areas: 1) increasing Patient satisfaction, 2) reducing the number of days in Accounts Receivable, 3) improving cash flow, 4) reducing bad debt and account aging, 5) reducing patient phone calls, and 6) improving the readability of financial communications.

If you are serious about improving Revenue and Patient Satisfaction, CPS is the right partner. Through our Dynamic Patient Financial Communications and Online Patient Services, we have answers to your self-pay concerns.

Here are some of the communications and services CPS prints and provides:

- Summary Statements
- Detail Statements
- Itemized Statements
- Payment Plan Statements
- Delinquent Communications
- Self-pay (no insurance) Communications
- "Problem" Insurance Communications
- Full-color On Demand Printing
- Address Cleansing & Correction
- Same-day Processing
- Online Patient Services
- eStatements
- Patient Friendly Billing®

Feature Article

The Perfect Experience – Geneva, Ohio and AAHAM

Submitted by:

Steve Rybka, UCB, Vice President of Business Development

It actually started Wednesday evening as the early arrivals gathered in the lounge of The Geneva Lodge and Conference Center. Although we see each other on a regular basis, there's just something about getting there the night before a conference, sitting with friends and discussing our lives away from work.

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Thursday morning was a busy time. Your Board members arrived early to organize the registration table and to make sure all the pieces were in place. Our Vendors arrived next, setting up their booths for the days Vendor Fair. With a total of 55 guests registered, the meeting began with a welcome from Dilys Krueger, President of the Western Reserve Chapter. A moment of silence came next as we remembered the tragedy of September 11th.

Our first speaker was **Lyman Sornberger** from the Cleveland Clinic. After conducting an extensive survey of area hospitals, Lyman gave a comprehensive and detailed benchmarking presentation entitled "Revenue Cycle in the New World". He also presented the "PFS Operations – Perfect Contract" that all PFS Directors greatly appreciated! If any members would like a copy of these presentations, please contact Steve Rybka at serybka@ucbinc.com.



Next on the program was **Jennifer Tirota**, a Part A Provider Outreach and Education consultant. Her presentation on "Modifiers" gave us detailed information and updates that kept all providers at the meeting busy writing notes and updates.

After a Salad and Sandwich lunch, we had the honor of being under the direction of **Mr. Cliff Johnson**, Consultant. His kind heart and strong leadership walked us through areas of our personal lives where few people have taken us. It truly was a lesson most of us will not soon forget.



Then came an afternoon and evening we will remember for a long time. In what seemed like the perfect afternoon for a wine tasting adventure, 44 people sat in an extra large gazebo at Old Firehouse Winery and laughed for 2 hours while tasting some of the finest local wines in the area. With the sun starting to set in the west, and our group making their way back to the lodge, it will be a warm picture we can fondly remember in the cold of a Northeast Ohio winter.



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Steve Rybka



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Chairperson:
James Monroe

Committee Members:
Roy Engle
Cindy Hoyt
Toni Shamblin

A wonderful cocktail hour and dinner was followed by our annual Cornhole Tournament sponsored by UCB. In what had to be the most exciting event ever witnessed (a double overtime thriller) we crowned champions **James Monroe and Dan Arnold.**



Friday morning started with an OHA Update from good friend **Charles Cataline.** With news on subjects from Medicaid to BWC, it's a presentation we look forward to hear each year.

Then came a sobering presentation by **Tanja Twist,** Director of PFS at Methodist Hospital in Arcadia California. Her detailed description of the RAC Audit Process Today, Tomorrow and Beyond... made us all aware of what's coming for Ohio and how we must prepare.



Closing this perfect meeting was the announcement that through the donations and caring of our Corporate Partners along with the generosity of those attending, our Chapter raised \$900 to donate to The City Mission in Cleveland. Thanks to all those who wanted to "give back" from all that we have been given.

More Photos Below!





