



American Association of Healthcare Administrative Management

# Western Reserve Wire

Issue #7 – December 2009

President's Message by Dilys Krueger, MSHA, CHAM

### In This Issue...

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



THANKSGIVING is one of my favorite holidays. My Grandmother had a favorite saying, "Count your Blessings". She used it when things were going well. Grandma also used it when life wasn't great, but to her it could be worse, so she would say, "Count Your Blessings". When I count my blessings I count you, who make up the Western Reserve Chapter!

### Mark Your Calendars!



### 2009 Dates

Friday, 12/11/09 – Afternoon Christmas Meeting



Register at [www.aaham.org](http://www.aaham.org) under Local Chapters/Ohio

Meeting Location:  
Akron General Health and Wellness Center  
West, "Summit" Meeting Room  
4125 Medina Rd.  
Akron, OH 44333  
330-665-8000  
330-665-8091 Fax

This is my last President's Message and I want to express my gratitude to you for giving me this opportunity to serve. The Western Reserve Officers, Board and Committee Chairs have all given of their resources and hearts to make these past two years milestone years for our chapter.

We have seen membership growth and received an award at the ANI in Scottsdale. Our communications have taken shape with the Western Reserve Wire and it was a joy to see Cindy Hoyt go forward and accept the award for our Newsletter. Pam McFarland and team were proud when the announcement was made at the ANI that the Tri-State Chapter is official. There were nine members present at the Scottsdale, AZ ANI, and did we celebrate!

Our overall Chapter Excellence Award submission did not place, however, I count my blessings. This was our second year to complete the "strategic plan of action" for our chapter. Each of the areas needs to be completed with maximum points. Why is this important? It is really about having a chapter that provides well rounded programming so that there is something for everyone. Where else can you try something new, which could give you the additional skills, experience and confidence to transfer into your jobs?

When I count my blessings I think of the new officers and board taking over in January. We have depth of experience and new officers with new ideas. It will be a privilege to assume the role of Chairwoman of the Board 2010-2011. I look forward to Western Reserve bringing more hospitals into the chapter, expanding our Student Memberships, seeing more members get their certification, assisting Tri-State in their first Chapter Meeting, working with the September 16,17, 2010 Joint AAHAM/COPAM 2-day at Sawmill Creek and more.

Most of all I count my blessing that together we have had fun, shared the heavy loads and cared about each other, our profession and our chapter. We have truly been lighthouses for so many. God Bless you all.

**Together we can light the way....**

## 2010 Dates

**Friday, 2/19/10 – 9 a.m.–3 p.m.**

Combined Meeting with  
Northeast Ohio HFMA

@ Akron General Health and Wellness  
Center West

**Friday, 5/21/10 - morning meeting**

@ Akron General Health and Wellness  
Center West

**Friday, 7/16/10 - morning meeting**

@ Akron General Health and Wellness  
Center West

**Thursday, 9/16 & Friday, 9/17/10 –**

Combined 2-day Educational Conference

@ Sawmill Creek Resort with **COPAM!**

<http://www.sawmillcreek.com/>

**2010 Annual National Institute** - Next year's **Annual National Institute** will be held in Ft. Lauderdale, FL from **October 6-8, 2010** @ The Marriot Harbor Beach Resort.

**Friday, 12/10/10 –** Afternoon Christmas Meeting @ Akron General Health and Wellness Center West

## Thank You!

### 2009 Corporate Sponsors

- Alliance One
- CBCS
- CPSstatements.com
- Cymetrix
- Data Image
- Fidelity National Collections
- Joseph R. Harrison
- HBCS
- Helvey & Associates, Inc.
- The HMC Group
- HRSI/FirstCredit International Corporation
- Human Arc
- JP Recovery Services, Inc.
- Masters Associates
- MediQuant, Inc.
- Quadax, Incorporated
- Revenue Group
- Sakal/CAI
- Team Recovery
- UCB
- Wise Management Services

## Membership Update *by Patti Day, First Vice President*

During the fourth quarter, our membership remained at 118 members. Please note that when National sent out the membership renewals, they incorrectly listed local dues for our chapter. We do not charge local dues. The correct amount to send to National when renewing your membership is \$175.00.

Toni Shamblin, Summa Health System, has been elected Vice President of Membership for 2010/2011. Please make sure you send your reservations for meetings held in 2010 to her.

Thanks to the Board and AAHAM members for your help and support these last two years. May everyone have a very happy and safe holiday season.

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

Here we are at the end of another year, and for me the end of my two-year term as Second Vice President of our chapter. We have had some great meetings these last two years and hope that all of you found our presentations as valuable as I have. Our last meeting of the year will be on December 11, at the Akron Health and Wellness Center West in Fairlawn. Registration begins at 11:30a.m. The noon lunch will be something a little special so we can all celebrate the Christmas and holiday season together. We have a great speaker lined up and lots of special holiday fun, so please join us and help make this our most successful meeting ever.

On a personal note, it has been an honor to serve these last few years and I thank everyone for their help. I have been a part of AAHAM for many years and always felt that AAHAM and the people I have met contributed to my personal development and successful career. I look forward to continuing my association with this great organization.

## Certification Corner *by Pamela McFarland, CPAM, Certification Chairperson*

I am happy to announce that the Chapter sponsored 19 individuals for technical testing in November. Four of those individuals were taking the CCT exam, which is a first for this chapter. Watch for a list of those newly certified individuals soon. Congratulations to **Lynn Pepper** of Charlevoix Area Hospital in Michigan on passing the professional exam in Sept. This is the Chapter's first professional certification in quite some time. Come on everyone, get certified!!

Remember the Chapter has a scholarship program to assist with the application fee for the exams. We want to help. Deadline for the next scholarship is the last week of January. The next application deadline for the Feb. technical exam has passed but you can still apply for the May exam by submitting your application by March 1, 2010.

The next professional exam is April 2010. Your application must be in to National by March 1, 2010. Be sure and check out the AAHAM.ORG website. There are new great new tools to assist you with exam preparation. Get certified now, it opens doors to new opportunities.

Have a safe and Happy Holiday season.



## Vendor Spotlights



For 50 years, 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.

Stephen E. Rybka  
[serybka@ucbinc.com](mailto:serybka@ucbinc.com)  
(800) 866-6228 ext 56350



Sakal/CAI takes a unique approach to accounts receivable management by employing diverse services such as, early-out, 3rd party collections, litigation management, bankruptcy

### Note from the Corporate Sponsors Chair *by Steve Rybka*

I want to extend my thanks to all of the Corporate Partners we have in the Western Reserve Chapter. For the past few years, the Partners have tried to do three important things for this group:



1. Give total support (and some fun) to a great group of professionals in the healthcare industry.
2. Make our goods and services known and presented in a professional manner.
3. Be involved in giving back as an organization to our communities and people in need.

Along with our Presidents list of accomplishments for this Chapter, we certainly must include the fantastic support from our Vendor Partners. Whenever I put out a call for gifts, giveaways or volunteers they always come through. Casey Williams from Data Image takes over next year and I'm confident the Corporate Partner Program will continue to grow and offer its support of Western Reserve AAHAM.

With warmest regards,

Steve

### Feature Article: ANI Wrap-Up *by Cindy Hoyt, Secretary*

The American Association of Healthcare Administrative Management (AAHAM) held its Annual National Institute (ANI), "The Future of Healthcare in a Changing Economy, Everything New Under the Sun", October 14-16, 2009 in Scottsdale, Arizona.

Attendees from across the country attended educational sessions, networked and visited exhibitors to learn about the latest in products and services available to the industry.

"Despite the draw of the beautiful Arizona weather, attendees packed the room to hear to our insightful keynote speakers and take part in the strong educational programs" said President, Laurie A. Shoaf, CPAM. The nearly 500 conference goers included patient account managers, business office personnel, medical billing professionals, medical office managers, patient access managers, coding specialists, compliance officers and hospital chief financial officers.

Keynote speakers included Futurist, Bob Treadway and Connie Merritt, RN, BSN, PHN. Lobbyist Paul Miller of Miller Wenhold, LLC, presented the Institute's closing session encompassing the direction of healthcare reform and the implications for the future.

"Fifty session speakers presented topics in five separate healthcare tracks; Management/Revenue Cycle, Access/Quality Management, Compliance, Leadership/Professional Development and education and commitment to our industry is still strong in these times" said AAHAM Executive Director, Sharon Galler, CMP.

New Volunteer Executive Board officers for the 2010-2011 term were announced at the Annual Business meeting on October 12th, prior to the Institute.

administration, as well as educational seminars for our clients. These services are truly integrated and driven by our foundational philosophy which allows \*Sakal/CAI \*to provide customers with what they want, the most return possible on their delinquent accounts while maintaining a personal relationship with their customers. We at \*Sakal/CAI call it... \*A full-Orbed Approach to Account Recovery.

Michael Osborne  
[mosborne@sakalcai.net](mailto:mosborne@sakalcai.net)  
(800) 544-6359



The mission of **Team Recovery** is to provide healthcare credit grantors with high recoveries and the best client service in the industry. This vision has created a service that excels at all types of bad debt receivables without having 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. If you would like to become a client or would like additional information please contact:

**B. Roy Engle**, President  
[rengle@teamrecovery.com](mailto:rengle@teamrecovery.com)  
(330) 916-7030

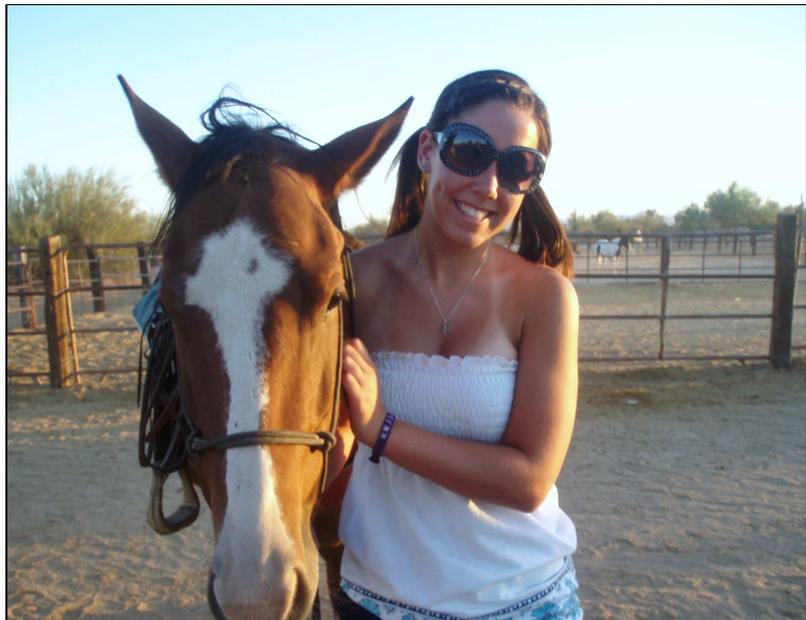
#### **New officers include:**

- Chairman of the Board: Robert L. DeBiase, CPAM (Partner, DeBiase & Levine Associates)
- President: Laurie A. Shoaf, CPAM (Vice President, IntraNexus, Inc.)
- First Vice President: Christine Stottlemeyer, CPAM (Director, Patient Accounting, Memorial Hospital, York, PA)
- Second Vice President: Victoria DiTomaso, CPAM (System Director, Lee Memorial Hospital)
- National Treasurer: John D. Currier, CPAM (PFS Director, Gibson Area Hospital & Health Services)
- National Secretary: Lori M. Sickelbaugh, CPAM (Director, Patient Business Services, Lexington Memorial Hospital)

"The new executive board contains a talented group of individuals who are well positioned to lead our organization into the future", President Shoaf said.

For a complete agenda, photos, speaker list and more information regarding AAHAM and its programs, please visit [www.aaham.org](http://www.aaham.org) <<http://www.aaham.org>> or contact AAHAM, 703-281-4043.

In addition to the wonderful educational sessions and networking opportunities, this conference was especially memorable for my family and me. The hospitality and kindness that was extended toward my oldest daughter, Chelsi (who celebrated her 18<sup>th</sup> birthday), mom, dad, and two sisters by my AAHAM colleagues was greatly appreciated.



## AAHAM Board Members

**Chapter Chairperson**  
Mary White, CPAM



Fidelity National Collections  
Sales Manager  
Phone: (800) 445-2562  
Fax: (330) 821-1970  
e-mail: [mwhite@rrbiznet.com](mailto:mwhite@rrbiznet.com)

**Chapter President**  
Dilys Krueger, MSHA, CHAM  
Director of Patient Financial Services  
Union Hospital  
659 Boulevard  
Dover, OH 44622  
Phone: (330) 602-0773  
Fax: (330) 365-3823  
e-mail: [dkrueger@unionhospital.org](mailto:dkrueger@unionhospital.org)

**First Vice President & Membership**  
Patti Day



Billing Manager  
Mercy Medical Center  
1320 Mercy Drive  
Canton, OH 44708  
Phone: (330) 489-1368  
e-mail: [patti.day@csauh.com](mailto:patti.day@csauh.com)

**Second Vice President & Education**  
Cindy Anderson



Regional Director Patient Financial  
Services

It was also truly rewarding to accept 3<sup>rd</sup> Place for the **2008-2009 National Journal Award** in Recognition of Excellence in Journalism and Graphic Design for the *Western Reserve Wire*. Many thanks to the Publications Committee consisting of James Monroe, Donna Travagliante and Toni Shamblin for their hard work and dedication to this award-winning publication.

It has been a pleasure serving as the AAHAM/Western Reserve Secretary for the past two terms. I look forward to my continued involvement with this wonderful chapter as Second Vice President of Education next year. James Monroe takes over as our new Secretary and will, no doubt, do a great job.



IBM Building  
250 Federal Plaza East  
Youngstown, OH 44503  
phone: (330) 884-7076  
fax: (330) 744-1447  
email: [cynthia\\_anderson@hmis.org](mailto:cynthia_anderson@hmis.org)

**Secretary & Website**  
Cindy M. Hoyt, BS/MBA



Director, Patient Financial Services  
Akron General Medical Center  
400 Wabash Avenue  
Akron, OH 44307  
(330) 344-2032  
e-mail: [choyt@agmc.org](mailto:choyt@agmc.org)

**Treasurer**

Sue Bertram  
Cleveland Clinic Health System  
Senior Manager  
Patient Financial Services  
6801 Brecksville Road  
Independence, OH 44131  
Phone: (216) 636-8052  
Fax: (216) 636-8088  
e-mail: [bertras@ccf.org](mailto:bertras@ccf.org)

**Certification Chairperson**  
Pamela McFarland, CPAM



Senior Consultant  
Masters Associates Receivables  
Management, Inc.  
4334 W. Central NW, Suite 207  
Toledo, Ohio 43615  
Office: 419-534-2852  
Fax: 419-534-2852  
Mobile: 330-495-7947



**ABOUT AAHAM**

The American Association of Healthcare Administrative Management (AAHAM) is a national professional association of thirty-seven chapters and over 2600 healthcare patient financial services professionals from hospitals, clinics, billing offices, allied vendors, physicians and multi physician groups. AAHAM members direct the activities of the thousands of people who are employed in the healthcare industry.

AAHAM is the preeminent professional organization for revenue cycle professionals and is known for its prestigious certification and educational programs; professional development of its members is one of the primary goals of the association. AAHAM is also recognized for its quarterly journal, The Journal of Healthcare Administrative Management and its Annual National Institute, held each fall. AAHAM actively represents the interests of its members through a comprehensive program of legislative and regulatory monitoring and participation in industry groups such as WEDI, ASC X12, NUBC and NUCC.

## Board Members

Nan Woldin



1310 Winston Road  
South Euclid, OH 44121  
[nanwoldin@gmail.com](mailto:nanwoldin@gmail.com)

**Donna Travagliante, CPAM**



Senior Functional Analyst  
McKesson Corporation  
8956 Timber Edge Drive  
North Ridgeville, OH 44039  
Office: (440) 748-3489  
Fax: (440) 748-1793  
[donna.travagliante@mckesson.com](mailto:donna.travagliante@mckesson.com)

## Corporate Sponsors Chairperson

Steve Rybka



UCB  
Vice President of Business Development  
7017 Pearl Road  
Middleburg Heights, OH 44130  
Phone: (800) 866-6228 x-6552  
Fax: (440) 886-7210  
e-mail: [serybka@ucbinc.com](mailto:serybka@ucbinc.com)

---

# Western Reserve Wire

## Publication Committee

Chairperson:  
James Monroe

Committee Members:  
Cindy Hoyt  
Toni Shamblin  
Donna Travagliante