



Western Reserve Wire

Issue #9 – June 2010

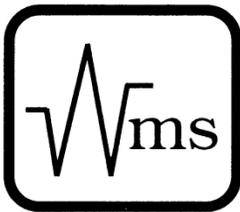
President's Message by Susan Bertram, AAHAM WR President

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Vendor Spotlights



Partnering with Healthcare providers since 1986 Wise Management Services, Inc. has invested our years of committed client services to refine and define supplemental services to help Hospital organizations reduce outstanding accounts receivables. Our account recovery techniques are designed to fit client needs. Our team of specialists possess extensive experience in all Third Party Insurance and Governmental billing. We are confident that our experience, professionalism, and commitment to quality will make WMS your choice for accounts recovery solutions to handle short



April 20 through 22nd, I attended our second National Board meeting for 2010 in Washington D.C. The major topics of discussion involved growing membership, providing interesting and relevant education for our members and adding and retaining Corporate Sponsors. I was surprised to learn that our Chapter has one of the largest numbers of Corporate Sponsors. We are ever thankful for their continued support.

This meeting also included AAHAM's sixth annual Legislative Days. Toni Shamblin, First Vice President and Nan Woldin, Treasurer joined me as representatives from our Chapter. See Nan's article entitled "Legislative Days 2010," for all the news on our incredible experiences in D.C. We had a great meeting on May 21st with over 60 people in attendance. Presentations included updates on ICD10 and HIPAA changes along with Building a Patient Access Service Center and Vendor Management. We had an "AAHAM Gives Back" raffle, for the Children's Hunger Alliance and collected \$330.00, which will be matched by the Board. I am proud to be part of an organization that gives back to our community.

Do not forget to "Save the Date" for our 2-day event with COPAM on September 16th and 17th at Sawmill Creek with golf planned on the 15th. The group worked hard to create an educational and fun-filled event. They secured Day Egusquiza, as presenter for the second day. Also, mark your calendars for the ANI October 13-15 at the Harbor Beach Marriot in Fort Lauderdale, Florida. Former Western Reserve President, Gloria Dluogo and I will present at National! We share information on our Third Party Follow-up and Billing Productivity System. We hope to see you there!

Sincerely,
Susan Bertram
President Western Reserve Chapter, AAHAM

term clean –up projects, small dollar balances, selected/specific payor assignments, staffing shortages and system conversions.



FirstCredit, Inc./RevCare/PayMed Solutions

We are the industry leader in providing innovative revenue cycle solutions to health systems across the Midwest and Southeast United States through an array of eligibility and receivables management services.

By improving the revenue cycle, we dramatically enhance the financial performance of our clients with Extended Business Office (EBO) Services, Long-Term Payment Monitor Services, Third Party Eligibility & Enrollment Services, Electronic Payment Processing, POS Collection, Central Scheduling Services and Bad Debt Recovery Services.



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Only CBCS has unlimited access to constantly updated consumer data and our proven, empirically driven, proprietary scoring model. We consider ourselves an information services and data management company that provides world-class collection services. CBCS owns several databases containing rental, utility, mortgage, employment history, subscription and credit information. This data, updated

Membership Update by Toni Shamblin, First Vice President

Wow, what an awesome May educational meeting! The speakers were great and shared new information with providers and vendors present at the meeting. Ms. Elizabeth Stewart's presentation on "ICD10 & HIPAA Changes Impacting, Patient Financial Services," although it was very important, much needed information; it was enough to give all providers a headache just thinking about preparing for the upcoming changes. A large number of Pre Access staff was present for the Health Blueprints, Inc. presentation on "Building a Patient Access Service Center & Patient Access Vendor Management." Electronic copies of both presentations are available on the website. There were 67 reservations with our lucky free 60th reservation going to Lori Spotleson from Akron General Medical Center. Congratulations Lori!

I would like to thank each and every member of the Western Reserve chapter for your membership. A special **excellent job** goes out to our past board members. In 2008, the AAHAM Western Reserve board members set a goal to double membership in our chapter. The goal has been achieved with our total membership up to 121 members strong and still growing! The new 2010 Membership Information & Application booklets are here. If you or a colleague is interested in becoming a member please contact me, and I will mail you a booklet. While membership is growing, we had 23 members from 2009 who did not renew their membership. The board will contact the individuals, over the next month to determine why they did not renew their membership and to identify whether there is anything we can do to improve our chapter. As a member, if you have any ideas or suggestions as to how we can improve, please contact any board member.

In closing, I appreciate everyone's patience and understanding as I continue to work to learn the ropes and master all of my duties as your First Vice President. As many of you know, (the "L – M" alpha May meeting attendees) I did not have your printed name badges at the meeting. Thank you for being understanding and patient, while I hand wrote your name tags. I'm already looking forward to the July meeting to redeem myself. ☺

Respectfully,
Toni Shamblin
First Vice President

Education Update by Cindy M. Hoyt, BS/MBA, Second Vice President



We had over 60 attendees at our Friday, May 21 "May Day" meeting. **Elizabeth Stewart** from The Stewart Group gave an excellent presentation on ICD-10 and other HIPAA changes that impact Patient Financial Services. Her presentation will soon be posted to our website at this location: <http://www.aaham.org/westernreserve/Activities/tabid/468/Default.aspx>

MaryAnne Pace from Health Blueprints, Inc. gave a timely presentation on "Building a Patient Access Service Center" and **Katrina Tompkins** talked about building a partnership with your vendors in "Revenue Cycle Vendor Management." Both of their presentations are on our website. Based on some feedback from the evaluation forms, everybody "loved the food" and "all three presentations kept the attendees engaged!" Our goal is to provide a convenient location, good food and excellent education for our members.

daily, translates into expanded opportunities to recover all types of accounts.

CBCS – a valued collection partner since 1948.



The mission of **Team Recovery** is to provide healthcare credit grantor's with high recoveries and the utmost professionalism in our industry. This vision has created a service that excels at all types of bad debt receivables so that clients don't have 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 and they would be glad to speak with you regarding our excellent service. If you would like additional information please contact:

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President

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The Western Reserve Chapter of AAHAM is very grateful for all our vendor sponsorships!

We have three more meetings left this year. On **Friday, July 16th**, we will have a baseball theme-meeting with a "Triple Payer Update" featuring presentations from Medicare, Ohio Medicaid and BWC. Save the date for **September 15th** through the 17th at Sawmill Creek Lodge & Resort and "Avoid Being the Biggest Loser in the Revenue Cycle: Action. Alignment. Accountability" for a combined AAHAM/Western Reserve & COPAM educational extravaganza you will not want to miss! Registration coming soon. Our last meeting of the year will be our Christmas Meeting on Friday, **December 10th** and details are still being finalized. Hope to see you at a future AAHAM meeting!

Spring Meeting Wrap Up by James Monroe, AAHAM WR Secretary

Every newsletter, our excellent Second Vice President, Cindy Hoyt, gives a stellar description of the most recent AAHAM Western Reserve (WR) meeting. She also highlights upcoming meetings hosted by our wonderful chapter. As you can probably tell, Cindy is very passionate about lining up and scheduling education events that will help our peers work better and improve their work environments.

In order to not duplicate anything Cindy writes about in her "Education Update" article, the purpose of the Meeting Wrap Up articles is to provide deeper insight into educational aspects of each meeting. We understand conflicts occur and members cannot always get away to attend these sessions. As a result, it is the goal of our chapter to bring a summary of education to you in each newsletter. This of course cannot replace the dynamics of attending meetings in person but, hopefully, will fill the gap when you are unable to attend or need a refresher of insightful information.

On May 21, 2010, AAHAM WR held its 2nd meeting of the year; the Spring Educational Meeting at the Akron Wellness Center. The meeting opened with the business meeting, kicked off by Chapter President Sue Bertram. She gave a very positive update from Legislative Day (see article later in this publication for details) and reminded members about the AAHAM College Scholarship that was due 5/30/2010 for members or their dependants. Nan Woldin then gave the Treasurer's Report. The Chapter is doing well, thanks to its Corporate Sponsors, and funds are being directed toward better programs and high quality educational events. Cindy Hoyt then gave the Education Report. There are three AAHAM WR meetings left for the 2010 calendar year. July 16 will be the "Triple-Payer Update" from Medicare, Medicaid, and BWC. September 15-17 will be the combined 2-day event with COPAM at Sawmill Creek Resort. December 10 will be the final meeting of the year; the annual Holiday Meeting which is always a great time with lots of fun, great food, and awesome gifts (everyone is a winner). Casey Williams announced that our chapter is up to 23 Corporate Sponsors. That is awesome... great job, Casey! In great AAHAM WR fashion, Steve Rybka announced AAHAM Gives Back to support the Children's Hunger Alliance. \$330 was raised and the Board agreed to match that amount, bringing the total to \$660. What a giving group of folks. Thank you for all of your positive energy!

From there, it was time for the education portion of the morning. First up was Elizabeth Stewart, RHIA, CCS, CRCA, CPMB, Vice President & Managing Partner from The Stewart Group. Her topic was ICD10 and HIPAA changes impacting Patient Financial Services. The initial bulk of the presentation covered ICD10 and 5010 changes. She encouraged attendees to consider the impact of 5010 changes and begin testing and moving toward implementation. ICD9 and its 1979 origin was then presented, pointing out it was never meant for clinical and administrative activities but its structure was maxed. Some important deadlines for

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First Vice President & Membership



Toni Shamblin
Summa Health System
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ICD10 implementation were given: 01/01/2011 for level-one compliance, 01/01/2012 for level-two compliance, and 10/1/2013 to go live with ICD10. On top of these deadlines, CMS estimates 50 hours of training per coding personnel. Elizabeth then moved onto the detailed 5010 portion of her presentation. She talked about the 4 types of 5010 changes; Technical improvements, Structural, Technical Elements, and Data Content. Apparently, this will create an elimination of data seldom used and will decrease redundancy. CMS is making their own changes, such as improving claims receipt control, increasing consistency, returning claims needing correction earlier in process and assigning claim numbers closer to time of receipt. There are many more details to this great presentation and it will soon be posted to AAHAM WR's website. Check

<http://www.aaham.org/westernreserve/Activities/tabid/468/Default.aspx> in the very near future for the actual presentation.

The final presentation of the morning was from Katrina Tompkins and Maryanne Pace, principals of Health Blueprints, Inc. Their presentation encompassed building a patient access service center (PASC) and patient access vendor management. The primary objectives of this presentation was to identify revenue cycle industry trends, propose a revenue cycle strategy, identify PASC goals and objectives, discuss building a PASC, and share potential barriers to success. Of all the underinsured/uninsured statistics provided, the one that provided the greatest reality check was that the uninsured problem crosses all income brackets. "The new Census numbers also drive home the fact that everyone is vulnerable to losing health insurance." From the healthcare facilities perspective, the ER is absorbing the brunt of these negative health insurance trends, driving up bad debt and charity care. Creating a PASC is a strategic part of fortifying the ER, especially as it pertains to POS collection and pre-service eligibility. Three of the five points PASC goals and objectives had to do with payment and funding options, verification and pre-authorization processes, and introducing eligibility and charity programs at POS. This concretely identifies the need for healthcare facilities to bring back-end collection efforts into the forefront of scheduled care and, if at all possible, in the realm of emergency care. This presentation was wrapped up with "Building a PASC" and an engaging discussion about Revenue Cycle Vendor Management. Since these 2 areas are tough to highlight in this format, feel free to check them out on AAHAM WR's website, at

<http://www.aaham.org/westernreserve/Activities/tabid/468/Default.aspx>.

Certification Corner by Pamela McFarland, CPAM, Certification Chairperson



Thinking about certification? Worried about the cost? Don't forget the Western Reserve Chapter has scholarship funds available to help. All you need to do is submit your request along with the reasons why you feel you qualify for funding to me, your Chapter Chair for certification. All requests need to be received by the third week of the month prior to the National application deadline for testing. For example the next deadline for technical scholarship requests will be August with applications due by September 1. Submit your questions via email and I will be happy to provide additional information.

I would also like to remind everyone that webinars are now provided by

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Board Members



National to assist you with preparation for exams. Patient Access will be held on July 30, 2010, Billing will be held on August 13, 2010, Credit & Collections will be held on August 27, 2010 and Revenue Cycle Management will be held on September 10, 2010. You can register for all four or just register for the section(s) you need to concentrate on. National also has a new professional study guide available. The guide is written specifically for AAHAM certification. Check the website, AAHAM.org for more information on both. If any applicant for the professional exam is interested in borrowing a study guide, please contact me. There is one available on a first come, first serve basis.

The chapter was active in the testing of candidates for both technical and professional exams this last quarter. Watch the website for new certified individuals soon. Thank you Sandy Pepper at Human Arc for proctoring the technical exams and to Mary White from Fidelity for proctoring the professional exam with Dilys Krueger for providing the host location, Union Hospital in Dover.

Don't forget the deadline for application for CCAM/CPAM is August 2nd and technical exams are September 1st.

Come on now, don't let those lazy days of summer get the best of you. This is the perfect time to study for the fall or winter exams. Get certified today!!

Secretary & Website



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Tri-State Chapter Update *by Dilys Krueger, AAHAM WR Chairwoman of the Board*

Chairwoman of the Board for Western Reserve Chapter attends the first Tri-State chapter meeting March 12th in Blue Ash. Dilys Krueger congratulated the 22 members and guests attending the first meeting. John Currier, Treasurer and Chapter Development Chair for AAHAM was the featured speaker of the day.

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John presented an exciting customer service program along with many tips for growing the chapter. They have six Corporate Sponsors and are planning their next meeting late summer. It was with a feeling of pride and gratitude for all the hard work Pam McFarland and committee put into getting this new chapter started.



Legislative Days: by Nan Woldin, AAHAM WR Treasurer

This was my second trip to Washington, D.C. for AAHAM Legislative Days. As I arrived at the airport to a gloomy, drizzly day, I wondered if we would be dodging raindrops as we made our way from House to Senate office buildings the following day. Luckily, the weather was beautiful-sunny, pleasant and a bit windy as you can see in the picture of me and my fellow "Capitol canvassers," our chapter President Sue Bertram and First Vice President Toni Shamblin.

**Corporate Sponsor
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Western Reserve Wire

Publication Committee



Chairperson



Committee Members:

James Monroe
Lori DeJacimo

The *Western Reserve Wire*
Publication's Committee is
looking for a chairperson and

As Chapter President, Sue arrived the day before for the National AAHAM Board meeting. Our first official afternoon together at the conference was spent being "briefed" by seasoned lobbyists. We learned how to ask questions, respond to questions, and the protocols necessary to make our pitch in a succinct and complete manner. We discovered our lobbying efforts of last year paid off and the issues discussed were made part of the Healthcare Reform Act! (HRA) What great news! AAHAM asked the payer-specific EDI portions of the HIPAA Act of 1996 be enforced, as they had not been up until this point. Payer ID numbers, standardized insurance cards, electronic funds transfers and electronic claim receipt confirmations are now part of the new law. That is the great news! The not-so-great news is, in the HRA, these initiatives are slated for enactment in 2014 at the earliest and 2016 at the latest. Our job this year was to go back and express our sincere gratitude for taking our requests seriously and putting the language in the bill, but humbly ask the timeline be moved to 2011...2012 at the latest. Our work was cut out for us! Post HRA rush, the last thing the legislators wanted to talk about was the HRA. Although we knew we would be meeting with our Representatives' staff members, we were none the less anxious and excited about the impending experience. We calmed our fears with a great dinner and a couple of adult beverages, before turning in to be well-rested for "the Hill" experience!

The following day dawned sunny and beautiful. We met again with fellow AAHAM members from California to New York and heard speakers discussing the politics of Healthcare Reform and then more information geared to making our trek to "the Hill" successful. Finally, it was time to head off to our appointments in the Senate and Congressional Office Buildings. Toni, Sue and I took a few minutes to practice our presentation, each taking a topic to discuss. (Our group did this last year, and it proved very helpful) AAHAM National Lobbyist, Paul Miller, made the appointments for us and as we ran from the Senate side to the Congressional side with minutes to spare, we thanked him silently for affording us a bit of aerobic exercise to round out the day.

Staffers in the offices of Senators Sherrod Brown and George Voinovich, Congressman Eric Fingerhut and Congresswoman Marcia Fudge were as welcoming and attentive as 14-year olds can be.....I swear....they get younger every year!! Seriously, we found the aides very knowledgeable about healthcare issues in general and extremely interested in our suggestions that are projected to save the government \$30bil per year.

committee members. Do you have a passion for writing and communications? If so, then the AAHAM Western Reserve is in need of your service.

Contact James Monroe @ jmonroe@cpsstatements.com to commit your skills to this fine organization

We were even fortunate enough to meet Congresswoman Fudge as she was leaving her office. A brush with greatness, to be sure!

All in all, it was a trip I know that we all will not soon forget. I, personally, love the D.C. experience. The profound history and dynamics of the city fill me with awe and wonder every time. Toni headed off to visit family in Maryland and Sue and I took a wonderful trolley tour of Washington at night. Awesomely beautiful!

I want to thank the Western Reserve Chapter for allowing me to attend AAHAM Legislative Days again this year. It is gratifying to know that our organization, standing together for issues affecting healthcare providers across the country, can make a difference. I encourage you all to send a message of thanks to the above-mentioned Legislators for voting our issues into law and encouraging them to accelerate the timeline to save healthcare dollars. Their email address can be found on their websites. Until next year...