

# Western Reserve Wire

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The Next Meeting for the AAHAM Western Reserve Chapter is the 2-Day Fall Educational Conference



9/22 & 9/23  
Located at  
The Bertram Inn and Conference Center  
600 North Aurora Road  
Aurora, Ohio 44207-7107  
(330) 995-0200  
<http://www.thebertraminn.com/>

## President's Message by Sue Bertram



Wow...time is flying by and the board has been busy. Our chapter has had two meetings already this year and the notice just went out for our June 10<sup>th</sup> meeting with a Medicaid HMO payer panel. We just confirmed the speakers for our two day conference that will be held September 22-23 at the Bertram Inn in Aurora. I want to thank the board for all their efforts in continuing to provide excellent education and networking opportunities for our members.

The National Board Meeting was held April 1st Washington, D.C. Special thanks to **Pam McFarland** who attended as my proxy. Pam also attended Legislative Day March 30 and 31<sup>st</sup> along with **Kim Eader**, CPAM and **Lori DeJacimo**. I enjoyed my "Leg Day" experience last year and want to thank Lori for sharing some of her experiences with us at our April meeting.

I want to remind our members the Western Reserve Chapter has an annual scholarship funded by our generous Corporate Partners. This year, the board voted to fund two \$1,000.00 scholarship awards with a submission deadline of June 30<sup>th</sup>. You must be a National Member, in order for you or your dependent to be eligible, which is another benefit of joining AAHAM. Soon, you will receive an email with all the details. Below is the link to the application located on the chapter's website.

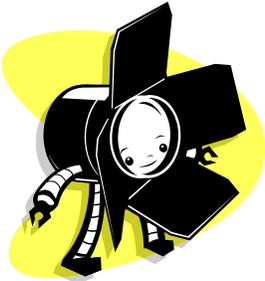
<http://www.aaham.org/Portals/8/AAHAM%20Scholarship%20Program%202011.doc>

National AAHAM also has annual scholarships for both members and dependents. More information is available on the national site. Below is the link. <http://www.aaham.org/Portals/0/Documents/Scholarships/2011ScholarshipApp.doc> The filing deadline for the national scholarships is May 31<sup>st</sup>, so if you missed it this year, mark your calendar for next year!

This is an election year. **Dilys Krueger**, Chairwoman of the Board, and her committee, put together a great slate of officers for our next election. On May 25th, an email was distributed to access the ballot link. Ballots were returned by June 7th, so we can get our new board in place earlier to have more time to transition and allow the new team to hit the ground running for next term.

Sincerely,  
Susan Bertram  
President Western Reserve Chapter  
AAHAM

## Vendors' Spotlight!



The mission of **Team Recovery** is to provide healthcare credit grantor's with a 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 do not 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 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:

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

## Membership Update by Toni Shamblyn, BSBA, First Vice President

The April 15<sup>th</sup> meeting was great! Our registrations started out very slow but we ended with 62 in attendance. That is not bad considering the COPAM folks brought the thunder having the new MAC 15 representatives available for their meeting just two days later. I really enjoyed **Duane Casares'** presentation on "Effective Management: Creating a Healthy Work Environment." I heard from a few of you in attendance you picked up new "names" for some of your staff. The feedback was so positive we have Duane lined up for another presentation at the two-day event.

The Western Reserve Chapter membership is at 130 members as of May 4, 2011. We have had 116 renewals and **14** (2 student) **new members** this year! If you have not renewed your membership I hope you will do so. You must be a member to become an AAHAM Board Member. I know our newsletter readers are jumping to run for the 2012 – 2014 term. As a 'newbie' to the Board membership I can honestly say my term has been a great opportunity and experience.

### Welcome New Members

- **Diane Cozart** from CPS Statements
- **Gabriella Neff** from Robinson Memorial Hospital

## What is AAHAM? by Lori DeJacimo, MBA, Senior Compliance Auditor, Summa Health System

"The American Association of Healthcare Administrative Management (AAHAM) is the premier professional organization in healthcare administrative management. AAHAM was founded in 1968 as the American Guild of Patient Account Management. Initially formed to serve the interests of hospital patient account managers, AAHAM has evolved into a national membership association that represents a broad-based constituency of healthcare professionals. Professional development of its members is one of the primary goals of the association. Publications, conferences and seminars, benchmarking, professional certification and networking offer numerous opportunities for increasing the skills and knowledge that are necessary to function effectively in today's health care environment."

"AAHAM actively represents the interests of healthcare administrative management professionals through a comprehensive program of legislative and regulatory monitoring and its participation in industry groups such as ANSI, DISA and NUBC. AAHAM is a major force in shaping the future of health care administrative management. The association's **Board of Directors** is made up of the presidents of AAHAM's local Chapters. The **Officers** are elected by the membership at large and serve two year terms. The only non elected national officer position is that of Chairman. That position is filled by departing national president. **Committee Chairs** are picked by the national president and serve at the discretion of the president." The National has full time professionals and is located in Fairfax, Virginia. <http://www.aaham.org/AboutUs/tabid/54/Default.aspx>



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

Take a minute to mark your calendars now - you will not want to miss our **September meeting**, so start planning now to:

1. Block the date(s) on your calendar.
2. Start thinking about co-workers who could benefit from this education, and share this newsletter article with them now.
3. Start talking to your boss now about getting it approved.

### September: 2-Day Meeting:

#### AAHAM/Western Reserve

American Association of Healthcare Administrative Management  
2-Day Educational Conference

**Thursday, 9/22 & Friday 9/23/11**

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

The Bertram Inn and Conference Center  
600 North Aurora Road, Aurora, Ohio 44207-7107  
(330) 995-0200

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

#### **Thursday, 9/22/11**

- 8:00 a.m.— **Registration/Vendor Fair/Continental Breakfast**
  - 8:30 a.m.—**Welcome/Business Meeting  
Recognition of Certified Members**
  - 9:00 a.m.— **PPACA: It Really is a Big [Bleeping] Deal.  
Save it, Build on it, Reform it, or Kill it. You Choose.**  
**Jeanne Scott Matthews**  
talking-head-in-chief  
[www.health-politics.com](http://www.health-politics.com)
  - 10:15 a.m.— **Break**
- 10:30 a.m. — **Engaging Your Physicians in the Revenue Cycle**  
**Jeffrey S. Morris MD, MBA**  
Vice President of Medical Affairs  
Summa Health System, SouthWest Region  
Summa Barberton and Wadsworth-Rittman Hospitals  
[jeffm@wrhhs.org](mailto:jeffm@wrhhs.org)
- 11:15 a.m. — **OHA Update**  
**Charles Cataline**  
Senior Director, Health Policy  
The Ohio Hospital Association  
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[www.ohanet.org](http://www.ohanet.org)
- 12:00 Noon — **Lunch/Vendor Fair**

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.

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#### **Kate Wise**

(440) 892-7799

[kwise@wisemgt.com](mailto:kwise@wisemgt.com)

**Western Reserve  
Chapter #18**



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 (330) 864-4422 x101  
[tsheeler@improvefinancialhealth.com](mailto:tsheeler@improvefinancialhealth.com)



## Education Update cont. . . . .

### Thursday, 9/22/11 cont. . .

- 1:00 p.m.— **Revenue Cycle: A Middle East Perspective**  
**Pam McFarland**, Revenue Cycle Consultant  
[pmcfar7668@aol.com](mailto:pmcfar7668@aol.com)
- 2:00 p.m.— **Break**
- 2:15 p.m.— **Revenue Cycle: Staff Productivity**  
**Sue Bertram** and **Gloria Dlugo**  
 Senior Managers, Regional Patient Financial Services  
 Cleveland Clinic
- 3:15 p.m.— **Afternoon Activities**  
 Thorn Creek Winery ~ Fly Fishing  
 Mario's Aurora Spa ~ Aurora Farms Outlets
- 6:30 p.m.— **Open Bar/Cocktails/Wine & Cheese Vendor Fair**
- 7:00 p.m.— **Dinner**
- 8:00 p.m.— **5th Annual Cornhole Tournament**  
 Cash Prizes/Trophies/Open Bar

### Friday, 9/23/11

- 8:30 a.m.— **Breakfast Buffet**
- 9:00 a.m.— **Medicare Part A and B MAC Jurisdiction 15 Transition & Implementation Presentation**  
**Deanna Menshew**, Provider Outreach Specialist/  
 Implementation Communications/**CGS<sup>SM</sup>, LLC**  
**Susan Carrico**, J-15 A/B MAC Communications/CIGNA/Riverbend
- 10:30 a.m.— **Break**
- 10:45 a.m.— **Back by Popular Demand: Values, Beliefs & Boundaries**  
**Duane Casares**, LISW-S  
 Clinical Director at Directions & Owner of Casares Consultation
- 12 Noon—**Dismissal/Vendor Prizes/Conference Evaluation**

Hope to see you at the 2-day!

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

The spring has been a busy month for certification. Our chapter sponsored four individuals for professional testing in April and twelve individuals for technical exams in May. While the results of the professional exam are still pending, please congratulate these newly certified technical examinees:

- **Erica Fletcher**, CPAT Summa Health System
- **Robin Dailey**, CPAT HMS
- **Claudia Stobaugh**, CPAT Knox Community Hospital
- **Kelly Keener**, CPAT Knox Community Hospital
- **Jackie Parker**, CPAT Knox Community Hospital
- **Jennifer Grubaugh**, CPAT Knox Community Hospital
- **Gail Potts**, CPAT Akron General Hospital
- **Deborah Germani**, CPAT Michigan Resident

A big **Thank You** to **Sandy Pepper**, CPAT of Human Arc for being a proctor and host for the May exams and to **Kim Eader**, CPAM of Medina Hospital for proctoring and hosting the site for the Ohio professional examinees. As certified members, it is important to remember to gather and report CEU's to keep your certification is active. What easier way to gather those CEU's than becoming a member and attending a chapter meeting. The details for calculating and reporting CEU's is available for all members at <http://aaham.org/Certification/tabid/56/Default.aspx>. Our chapter now provides a certificate of attendance for anyone at the chapter website, <http://www.aaham.org/westernreserve/Certification/tabid/471/Default.aspx>.

### Important upcoming dates to remember:

June 1st is the deadline for submitting the application for the August technical exams. August 1st is the deadline for submitting the application for the September professional exam

All certified members will be recognized in September at the 2-day annual meeting of the Western Reserve Chapter. Please plan on attending and be recognized as a member of a unique group of individuals who have accomplished the task of becoming certified. You have earned it!!

For those of you still considering certification, make the commitment to get certified now and send in that application!

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## AAHAM Officers

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## AAHAM 7th Annual Legislative Day in Washington, D.C., by Kim Eader, CPAM



On March 31- April 1<sup>st</sup>, **Pam McFarland**, CPAM- McFarland Consulting, **Lori DeJacimo**, MBA – Summa Health System, and myself –**Kim Eader**, CPAM- Cleveland Clinic Medina Hospital had the honor of visiting our Nation's Capital in Washington, D.C. to represent the Western Reserve AAHAM chapter for the Annual AAHAM Legislative Day.

This opportunity was a shared experience to gather with AAHAM chapters members from all over the country and to unite with a shared voice concerning important healthcare issues affecting our country. We stayed and attended educational meetings at the Liaison Hotel which is just minutes from the Capitol Building. We were in the heart of the Capitol, the cherry blossoms were in full bloom and even the dreary rainy weather could not cast a shadow on the absolutely beautiful and awe inspiring educational experience.

The goal of the trip was to attend pre-arranged personal meetings with representatives of the members of The United States Senate and House of Representatives to advocate for Healthcare issues included in the Patient Protection and Affordable Care Act (PPACA) Section 1104(c) (1) Administrative Simplification. These issues estimated by the Healthcare Efficiency Index could save an estimated \$30 billion dollars annually (based on the [www.ushealthcareindex.com](http://www.ushealthcareindex.com)) as cited on the AAHAM national site at <http://www.aaham.org/AAHAMPresidentsBlog/tabid/531/EntryId/32/AAHAM-Legislative-Day-2011-A-Great-Success.aspx>

On Wednesday evening, we attended a First Time attendee's orientation to learn the issues; AAHAM's position on the issues; and, the Ins & Outs of Grassroots Lobbying. The issues included four parts of Administrative Simplification. These included:

1. Establishment of National Payer Identifiers;
2. Mandating the use of a Standard Patient Identification Card;
3. Adding a HIPAA transaction for claim-by-claim acknowledgements and
4. Requiring all payers to have the ability to pay electronically using Electronic Fund Transfers (EFT) or Automated Check Handling (ACH) transfers.

AAHAM's position on the issues encouraged us to deliver the message to the "Hill" that we are not taking a stand on whether PPACA should be appealed but whatever legislation is adopted by Congress should retain Section 1104 administrative simplification.

## Second Vice President & Education



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## Treasurer



**Nan Woldin**  
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## AAHAM 7th Annual Legislative Day cont. . .

Administration Simplification has impressive cost saving benefits to the tune of \$30 billion dollars, which directly affects providers, health plans and administrators, and patients or consumers. We learned no one is opposing or pushing back on Administrative Simplification but at the same time no one is really looking into the associated technical issues either. AAHAM's presence on Capitol Hill was to get the attention of members of Congress who are making these important decisions for you and me.

On Thursday morning, we had the privilege to listen to a number of speakers related to Healthcare reform and PPACA. The speakers included: **Rep. Michael Burgess** (Republican -TX) Health Subcommittee on the House and Energy Committee whose topic was Defunding PPACA. **Elizabeth Jurinka**, Staffer to Senator **Ron Wyden** (Democrat-OR) spoke about the "Empowering States to Innovate Act." **Josh Trent**, Staffer to Senator **Dr. Tom Coburn** (Republican-OK), topic was Healthcare Update. The final speaker was **Jeanne Marie Davis**, Office of the Governor of Virginia, and her topic was the "Virginia Healthcare Lawsuit" and its impact on PPACA. All the speakers were incredible to listen to and each gave a little preview into their world of Washington, D.C. politics.

On Thursday afternoon, it was off to Capitol Hill to the Senate and House of Representatives. Pam, Lori and I had personal meetings with **Akua Asare**, Legislative representative to **Senator Sherrod Brown**; **Lisa Collins**, Legislative Correspondent to **James Renacci** member of Congress; and **Krista Lambo**, Legislative Correspondent to **Senator Rob Portman**. Pam was our main spokesperson for our small group, and Lori and I chimed in with additional thoughts throughout the meetings. We found these representatives were very knowledgeable in healthcare reform and willing to take the AAHAM message back to their representatives of the House and Senate.

After our meetings on Capitol Hill, we attended a closing reception where results of the day were reported. Overall the day had positive results and many reported AAHAM's presence was remembered from the previous years of representation. It appears there is strength in numbers, and AAHAM's voice in Washington is being heard. It is often said, money talks in Washington. I find it inconceivable that, if AAHAM is effective in delivering our message, our officials could ignore the annual cost savings of \$30 billion dollars. There is hope for the future.

It was an honor to be a part of such an awesome event. Thank you Western Reserve AAHAM for choosing Pam, Lori, and me to represent our state and local chapter.



## Secretary & Website



### James E Monroe

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## Certification



### Chairperson

### Pamela McFarland, CPAM

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## For Members Only!

The Spring 2011 issue of the **AAHAM Journal** is available on the National website.

The address is:  
<http://www.aaham.org/>

## Successful Management & Leadership Wrap Up Article by Lori DeJacimo, MBA, Senior Compliance Auditor, Summa Health System

The April 15<sup>th</sup> meeting was the second in 2011 and proved another great educational opportunity for the chapter members. The speakers were superior! The meeting began with the chapter business meeting where the national and chapter scholarships were discussed. As previously mentioned in the President's Message, both levels offer scholarships. Our chapter offers **two** \$1,000 scholarship, and the national offers two \$2,500 scholarships and four \$1,000 scholarships (as funds permit). Take advantage of this opportunity and apply!

**Dilys Krueger**, MSHA, CHAM our current Chapter Chairwoman of the Board, discussed the upcoming 2012-2014 board election and how our current Chapter President, **Sue Bertram** will replace Dilys in her position. **Nan Woldin**, our current Chapter Treasurer, discussed the chapter's finances and how due to our generous vendor sponsorships, the chapter is doing well. We have a tremendous appreciation for our vendor sponsorships!

The first speaker was **Duane Casares**, LISW-S, Clinical Director at Directions & Owner of Casares Consultation who spoke on "Effective Management: Creating a Healthy Work Environment." Too often, we hear this topic and dismiss it, because of the many other pressing demands of our day-to-day work environments. However, the information Duane provided is part of the foundation for any successful work environment, and without this knowledge and understanding of human behavior and what people bring to the work environments, managing people can be very challenging. Furthermore, how people manage employees directly affects the efficiency and effectiveness of the organization. The common employee issues include "us versus them (management versus employees)," unclear communication, perceived favoritism, and "it is not my job" – personal responsibility issues. The common management issues are managing by policy versus dealing with employees one-on-one, needing to be "liked" versus "respected," providing feedback only once a year, and being uncomfortable with informal conversations.

The common employee types include employees who are rude to co-workers and customers, ones who always have an excuse or challenge authority, need constant supervision, whiners, complainers, or ones who bring their personal problems to work and discuss them daily with others. The common management types include the nice guy, reporter, parrot, the manager juggling everything but not getting anything done, the "meanager," the babysitter, the red-tap dispenser, and the flag waiver.

To manage effectively, one has to understand behavioral movement patterns and human interaction and identify the temperament of each individual employee. Managers cannot manage each employee the same but can manage consistently knowing the approach for each employee varies by the employees' temperament. The three main temperaments are aggressive/assertive, dependent/intimate and withdrawn/self-reliant.

The lighthouse represents the Western Reserve Chapter of AAHAM and how the chapter is “**lighting the way**” for healthcare professionals, providing access to valuable information and resources.



**Western Reserve Chapter Website:**

<http://www.aaham.org/Home/tabid/381/Default.aspx>

The website provides access to previous issues of the *Western Reserve Wire* as well as details on upcoming activities. Also listed are details for upcoming Certification exams and a job board. Be sure to check it out!

## Successful Management & Leadership Wrap Up Article by Lori DeJacimo, MBA, Senior Compliance Auditor, Summa Health System cont . . .

When dealing with employees, remember the acronym SHIRRT, which stands for self-discipline, honesty, initiative, responsibility, respect, and trust. Using these skills, coupled with the aforementioned information, will enable management to successfully juggle the demands of the busy work environment and the challenges inherent with managing employees.

Managers must ask themselves why they chose to manage/supervise employees and identify their own personal management styles and personal and professional boundaries in relation to their management styles. Then, ensure these things are consistent with the values, beliefs and the mission of the organization. Managers must always remember they are serving as models in the development of the organization’s culture.

The second speaker was **Jane Berkebile**, Vice President, OhioHealth Revenue Cycle. Jane presented a “Recipe for Success,” which outlined strategies for a successful revenue cycle. To achieve results, the three critical areas are **people**, **process** and **technology**. An organization must have exceptional leadership along with the best **people**, and the best people may not always have hospital experience or longevity in the job. Cultivating a staff with diverse backgrounds and skill sets offers different perspectives to the business office environment.

The people working within the revenue cycle must desire to do their best for continuous **process** improvement. Additionally, the organization must be willing to invest in **technology** to optimize its performance. Technology allows an organization to maximize its efficiency by utilizing its resources effectively and streamlines processes to decrease manual labor. Additional keys to revenue cycle success include decreasing bad debt, managing charity care and increasing patient cash collections. Also, organizations should hold payers accountable for contractual responsibilities. Develop payer scorecards, and meet with payers face-to-face. From here, organizations must proactively manage future known and unknown challenges. A few known challenges are ICD-10 and RAC/MIC/ZPIC; and unknown risks are healthcare reform, consumer driven healthcare, and the unstable economy.

There is not one single recipe for a successful revenue cycle that works for all organizations. The outlined strategies serve as guidelines for building a strong, successful revenue cycle. This information, coupled with the effective management strategies provided by Duane Casares, are the building blocks that create the foundation for a highly effective work environment.

In conclusion, after the exceptional speakers, we enjoyed a delicious lunch and an opportunity for professional networking. Once again, a great educational opportunity provided by AAHAM at a very affordable cost! If you do not already attend the meetings, I highly encouraged to attend the upcoming meetings or to schedule to attend in the upcoming year. The return on investment is tremendous!

**National Government Services & Palmetto, GBA Transition To J15 MAC**

The J15 MAC is **CGS<sup>SM</sup>, LLC**, formerly known as Cigna Government Services. Palmetto, GBA (part B, professional claims) transition occurred on June 18th. The final claim run for Palmetto, GBA claims with Contractor/Payer ID 00883 was 6/17/2011. While the part B, professional claims will still go to Palmetto, GBA, the Contractor/Payer ID is 15202.

For affected providers, the CGS Local Coverage Determination rules became affective on 6/18/2011. This means for claims submitted with dates of services of 6/18/2011 forward, the rules within the CGS LCDs apply versus the Palmetto, GBA LCDs. Access the CGS website, to see which rules have changed!

The National Government Services (NGS) transition for hospital claims will occur on 10/17/2011. The last claim run for Inpatient providers with NGS will be 10/16/2011. The new the Contractor/Payer ID is also 15202. The LCD rules will apply to inpatient claims, for dates of service beginning on 10/17/2011.

The first Ohio Part A "Ask the Contractor" Teleconference (ACT) call with CGS is 8/11/2011. Then, the ACT calls are scheduled monthly with one additional call after 10/17/2011. Check out the website!  
<http://www.cgsmedicare.com/>

*Annual National Institute October 2011, by Lori DeJacimo, MBA, Senior Compliance Auditor, Summa Health System*

The 2011 Annual National Institute will be in Las Vegas, Nevada at The Wynn. The dates are October 5th through the 7th. Almost 500 National members and more than 75 exhibitors attend the ANI yearly. The ANI provides a venue to exchange ideas, see familiar faces, make new friends and professional contacts, as well as increase your Patient Accounting Knowledge.

The ANI offers focused educational tracks for various levels of professional leaders and decision makers, so whichever area of the revenue cycle you work, there is information available to help you! The agenda for the 2011 is not available yet, but it will be soon. Registration information will be out in this summer. For more information, watch the National website at the link below:

<http://www.aaham.org/AnnualNationalInstitute/tabid/74/Default.aspx>

Do not gamble and risk the opportunity to miss this great experience!

The investment is relatively small in comparison to the amount of knowledge and professional exposure gained by the experience! Do not delay in registering to attend!



**AAHAM Board Members**



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