

Western Reserve Wire

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The Next Meeting for the AAHAM Western Reserve Chapter



Friday, 12/9/2011
An afternoon meeting at the Akron General Health and Wellness Center West "Summit"

Meeting Room
4125 Medina Road
Akron, OH 44333
For Questions Call:
330-665-8000

President's Message by Sue Bertram



What a whirlwind the last few weeks were, with all the AAHAM activities. First, our chapter held our annual institute at the Bertram Inn on Sept 22nd and 23rd. We had sixteen hospitals represented to hear great speakers, find great vendor partners, network with others and form bonds of friendship in our health care community. Along with all the educational opportunities, we had a chance to have fun, including a trip to the winery, fly fishing (not done together-thank heavens) and our annual corn hole tournament.

The annual AAHAM Annual National Institute (ANI) "A Winning Combination" was just held in Las Vegas Oct 5th through the 7th at the Wynn Hotel. Nearly 600 AAHAM members and vendor partners attended this wonderful event. While I enjoyed the education sessions and the opportunity to re-connect with other chapter presidents I have not seen in a few months, I was saddened to realize it was the last board meeting I will attend as your chapter president. I will miss being part of the work done behind the scenes at the National level and on our committees.

Our Western Reserve Wire won third place in our division this year. We compete against other chapters with over 120 members. This is the third year in a row our chapter won a National Journalism Award. Thanks to **James Monroe** and **Lori DeJacimo** for all their efforts to produce our award winning newsletter. Now in its 22nd year.

Patient Account Management Week was October 17-23, 2011. This year's theme was "The Feeling of Pride," which addresses recognition of the exemplary work that is conducted by healthcare administrative management teams in hospitals, physician practices and healthcare related industries. The AAHAM website has a new online store featuring a wide array of products to commemorate this special week.

I look forward to seeing you at our last meeting this year on December 9th. We plan on an "AAHAM Gives Back" raffle to support a local charity, so come prepared to help a great cause, hear some great education topics and share some holiday spirit with your fellow AAHAM members.

Sincerely,
Sue Bertram
President Western Reserve Chapter, AAHAM

Vendors' Spotlight!



Medalist Management provides a variety of products and services designed for revenue cycle augmentation and enhancement. We function as an extension of your facility to create a seamless integration of standard operating procedures. Our knowledgeable staff and advanced technology give us the ability to rapidly deliver the results you desire. Services include, but are not limited to: Medicaid, Workers' Compensation, small balance and secondary billing/follow up, out of state Medicaid, early out, credit balance review, customized projects and several software solutions. We would welcome the opportunity to discuss them with you in person. Please feel free to contact us @ 866-480-3574.

Membership Update by Toni Shamblin, BSBA, First Vice President

The Western Reserve Chapter is up to 138 members as of the September 8, 2011 report from AAHAM National. In 2011, we have had 22 new members join our group. Thank you to all of our members and corporate sponsors that continue to support our growth with the AAHAM mission!

Our September 2-Day event at the Bertram Inn and Conference Center on September 22nd & 23rd was great! There were 79 attendees at the 2-Day educational session.

If you or a colleague are interested in becoming a member please contact me, and I will mail you a booklet. Here is my contact information:

- Phone: (330) 996-8423
- shamblit@summahealth.org

Also, please do not forget it is very important as you change companies and/or positions to contact with me your updated information. I need to have our files current, so you do not miss any meeting announcements or newsletters.

Congratulations **Diane Murray** from The ROI Companies! Diane has been elected as the new First Vice President for the 2012 – 2013 terms. Diane and I will be working together on the December registrations and transition. Please support Diane in her new duties.





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**Western Reserve
Chapter #18**

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

We all enjoyed an amazing 2-day event at the Bertram Inn this year for our Fall Educational Institute. Most handouts can be located on our website at the following link:

<http://www.aaham.org/westernreserve/Officers/tabid/467/Default.aspx>

Please refer to the 2-day Wrap Up article enclosed in the newsletter for more details.

Please mark your calendars for our holiday meeting on **Friday, December 9th** at Akron General's Health and Wellness Center in Montrose.

The agenda is as follows:

- 11:30 a.m. - Registration
- 12:00 Noon - Holiday Luncheon
- 12:45 p.m. - Business Meeting and Recognition of Scholarship Winners
- 1:00 p.m. - Helpful Hints for Medicare and Medicaid Follow-Up presented by: **Patti Day**, Billing Manager, Mercy Medical Center and **Erica Fletcher**, CPAT/CCAT, Medicare Reimbursement Specialist, Mercy Medical Center
- 2:15 p.m. - Break - AAHAM Gives Back
- 2:30 p.m. - Legal Reimbursement Issues presented by: **William Richter**, Account Executive, Convergent CPAT/CCAT, Medicare Reimbursement Specialist, Mercy Medical Center
- 3:30 p.m. - Gift Giving

I have thoroughly enjoyed my time on the AAHAM Board for the past several years. As I take a little break to focus on my new job and home life, I turn over this position to a very able-bodied and experienced **Toni Shamblin** as the new Vice President of Education for the AAHAM Western Reserve Chapter. Please continue to give Toni the feedback and support I enjoyed throughout my time in this role.

Hope to see you all in December!



Human Arc is a national best practices leader supplying hospitals and health systems with governmental health coverage eligibility screening and enrollment services, disproportionate share funding program compliance and qualification services, claims management, audit response and denial appeal services, as well as technology to help providers manage their own self-pay efforts.

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Mike Reppa, President
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Certification Corner by Pam McFarland, CPAM, Certification Chairperson

Our Chapter 2-day in September was a great time to recognize all of the individuals who have achieved technical and professional certification through our chapter. Our Chapter is so proud of everyone who has decided to make that move to certification. Congratulations to all these individuals:

First Name	Last Name	Certification
Terre	Arnold	CPAT
James	Attebery	CPAM
Alice	Ballard	CPAT
Anne	Bechdolt	CCT
Julianne	Bergan	CPAT
Cindy	Black	CPAT
Kristin	Bloomberg	CPAT
Laura	Boyd	CPAT
Robyn	Bromley	CPAT
Beverly	Brouse	CPAT
Jill	Burkhardt	CPAT
Viola	Burns	CPAT
Sharon	Cammarata	CPAT
Kay	Carlson	CPAT
Mariella	Casinelli	CPAT
Lisa	Chandler	CCT
Anna	Chorazyczewski	CPAT
Sharon	Ciammaichella	CPAT
Deborah	Cochran	CPAT
Ann	Coligado	CPAT
Deborah	DePoole	CPAT
Sheila	Des Jardins	CPAT
Therese	Dharwadkar	CPAT
Belinda	Djukic	CPAT
Gloria	Dlugo	CPAM
Kim	Eader	CPAM
Kimberly	Eader	CPAT
Carol	Eichinger	CPAT
Katie	Ellis	CPAT
Daniel	Fishel	CCAT
Dawn	Fishel	CCAT
Erica	Fletcher	CCAT
Carolyn	Forrer	CPAT
Cindy	Gallaher	CPAT
Karen	Giacomo	CCT, CPAT
Denise	Gibson	CPAT



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CPSstatements.com has been in the Statement Processing, Printing and Mailing Industry for more than two decades. Our solutions clearly define a strategy and approach to demonstrate best practices within your revenue cycle.

A weak link in the revenue cycle can break the consumer's experience. It is the primary goal of CPS to solidify & strengthen your revenue cycle. Through Smart Communication, Online Bill Pay Solutions and our refined Revenue Cycle Solution strategy, CPS redefines the industry bench marks. As a result you will see dramatic improvements in collection efficiency, overall revenue and client satisfaction. Now that is the future of financial communications.

CPS: Connecting Businesses and Consumers through Revenue Cycle Solutions.

Certification Corner Cont. . . by Pamela McFarland, CPAM, Certification Chairperson

First Name	Last Name	Certification
Marie	Gingery	CPAT
Crystal	Golson	CPAT
Gloria	Grandberry	CPAT
Helen	Greenhoe	CPAT
Arlene	Hagler	CPAT
Sarah	Hescox	CPAT
Frances	Hirth	CPAT
Marcia	Holman-Margerum	CPAM
Patricia	Joseph	CPAT
Lee Ann	Kapel	CPAT
Cheryl	Kobe	CPAT
Beth	Lafata	CPAT
Dorothy	Long	CPAT
Vanessa	Marion	CCAT
Pamela	McFarland	CPAM
Pamela	Meyer	CPAT
Debbie	Miller	CPAT
Jennifer	Obdziejewski	CPAT
Sandra	Peffer	CPAT
Stephanie	Poland	CPAM
Kristie	Robertson	CPAT
Britton	Robinson	CCT
Jennifer	Rohaley	CPAT
Roberta	Rojka	CPAM
Tina	Sestak	CPAT
Bertha	Seymour	CPAT
Kellie	Slabaugh	CPAT
Shannon	Smith	CPAT
Tabatha	Spates	CPAT
Leigh Anne	Stiltner	CPAT
Scarlette	Streeter	CPAT
Joan	Thieryoung	CPAT
Donna	Travagliante	CPAM
Ernestine	Underwood-Jackson	CPAT
Angela	Wagner	CPAT
Brenda	Walker	CPAT
Michelle	Watson	CPAT
Courtney	Welch	CPAT
Mary	White	CPAM
Susan	Zielinski	CPAT

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Chapter Chairwoman
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**Certification Corner Cont. . . by Pamela McFarland, CPAM, Certification
 Chairperson**

In addition, we are happy to recognize these newly certified individuals from August:

- **Deborah DePoole, CPAT**
- **Erica Fletcher, CCAT**
- **Susan Zielinski, CPAT**

A special congratulations to our member, **Kim Eader!** Kim achieved the highest score on the professional exam across all examinees through the nation. Kim was presented with a special certificate from the National Office and a check for \$100 as recognition for her achievement. Western-Reserve is so proud of you!!

In closing, the Chapter continues to be busy with certification for the balance of the year. There were two candidates for the professional exam in October and 15 candidates for the technical exams in November. A great big THANKS to my fantastic committee members, **Sandy Peffer, CPAT** and **Kim Eader, CPAM**. Without these individuals dedicating and volunteering their time and locations, certification for our Chapter would not be possible.

Happy Holidays to everyone. I hope to see your name on the list of certification applicants soon!!

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2-Day Wrap Up Article by James Monroe, AAHAM Chapter Secretary and Website

AAHAM Western Reserve Fall Institute

Stellar Education. Great Setting. Superb Networking

Once again, the AAHAM Western Reserve Chapter hosted a great 2-day event in Aurora, OH. This year's event featured very timely and pertinent education, the well supported vendor fair, some fun (and new) activities, and as always, super opportunities for networking. On top of all that, AAHAM WR always strives to make every meeting and event affordable to its members and non-members. This truly is the heart of AAHAM and is one of the primary reasons this association is so practical for the administrative and financial sectors of healthcare.

In year's past, the wrap up article has been written by one individual, recapping the entire event. This year, the Publications Committee decided to handle it a little differently, bringing in multiple contributors to share their insight on various topics and events. Hopefully, this varied approach will bring dynamic perspective for our readers, as well as give unique insight to those who didn't attend the conference. Happy reading!

The Patient Protection and Affordable Care Act for Dummies

Jeanne Scott Matthews

Summarized by Nan Woldin, Chapter Secretary

As **Jeanne Scott Matthews** is extremely fond of saying, "Healthcare Reform is a BFD"! In her own inimitable way, Jeanne shared everything you ever wanted to know...and also little known facts about the Healthcare Reform Act (PPACA)... with a very attentive audience. The subject matter is so vast and the quips so frequent we all had to be very attentive to keep up! Hopefully, I did and here are some of the highlights:

- Mandating that every American must have insurance coverage or face a penalty is one of the biggest challenges facing PPACA now. The insurance industry is now endorsing the concept. Both BCBSA and American Health Insurance Plans (AHIP) have called for an enforceable mandate, although appeals are being argued in many U.S. Circuit Courts of Appeal. Stay tuned on this one.....
- Employer Mandates-Major business Groups are opposed to employer mandated requirements to contribute or provide employees with health insurance. We learned that the once-lowly Wal-Mart has now purchased a catastrophic plan for employees. The new pariah is Target. Each prospective employee gets an employment and Medicaid application.
- Medicare drug coverage gives a one-time \$250 rebate to people facing gap in drug coverage in 2010. In 2011, there would be discounts provided by drug makers.
- People with pre-existing conditions who have been turned down for health insurance can now sign up for state high-risk insurance pools, funded by PPACA.

Secretary & Website



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For Members Only!

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

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

2-Day Wrap Up Article Cont. . . by James Monroe, AAHAM Chapter Secretary and Website

- Insurers required to spend more of their premium revenues on medical claims-between 80-85%, compared to 74% now.
- Dependent children can stay on a parent's plan until age 26....up from age 23.
- Long term care benefits-one of the best kept PPACA secrets. Funded with premiums paid by participants through voluntary payroll deductions.
- Illegal immigrants excluded from purchasing insurance from the exchanges.
- Children in S-CHIP would still receive coverage and states would receive higher federal reimbursement for the program's beneficiaries.

All of this, for a mere \$940 billion! Obama administration claims long term budget deficit reduction of \$138 billion, however.....a bargain at half the price!

How, Jeanne asks, do we propose to pay for all of this? (I was thinking maybe a couple of bake sales and a car wash). The powers that be have other ideas, however....Medicare payroll tax increases for individuals earning more than \$200,000/year....fees from the Health Care Sector-imposes fees allocated from market share, on healthcare companies....squeeze Medicare-reduce market basket updates, freeze income-related threshold for Part B premiums, Establish an Independent Payment Advisory Board to recommend reductions in the per capita rate of growth in Medicare spending, reduce Medicare DSH payments, allow accountable care organizations and define processes to promote evidence-based medicine. Whew.....simple?? Jeanne also touched on the anxiety-inducing Health Care Rationing (fondly referred to as "Let's Kill Granny").

The current administration has their work cut out for them communicating and explaining the law to the American people. We can all rest assured knowing that Jeanne is keeping our politicians honest.....wow.....did I just put honest and politician in the same sentence??

We were fortunate to have Jeanne back to put her insightful and humorous spin on health politics....as only she can do!



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!

2-Day Wrap Up Article Cont. . . by James Monroe, AAHAM Chapter Secretary and Website

Cigna Government Services

Summary by Toni Shamblin, BSBA, Chapter First Vice President

Jimmy (James) Henderson and **Vanessa Williams** from CGS provided a resourceful educational session. CGS was eager for all providers to have a smooth transition and implementation with CGS as the new Jurisdiction 15 A/B Medicare Administrative Contractor (MAC) for Kentucky and Ohio Part A. The transition occurred on Monday, October 17th prior to our publication. Our group of attendee’s kept Jimmy & Vanessa very busy as we were full of late minute and specific questions concerning the transition prior to the go-live. Jimmy & Vanessa were great!!! The J15 Helpdesk is available for providers with specific questions at 1.877.819.719 Monday – Friday 8:00 – 4:30pm CT. The presentation is posted on the AAHAM website & <http://www.aaham.org/Officers/tabid/467/Default.aspx>. You must scroll to the very bottom of the page.



Charles Cataline – Ohio Hospital Association

Summary by Toni Shamblin, BSBA, Chapter First Vice President

Our beloved advocate and champion for providers **Charles Cataline**, Senior Director, Health Policy at Ohio Hospital Association (OHA) was on hand at the AAHAM Fall Institute. Unfortunately, Charles did not have much good news to relate to us this year. Providers are going to increasingly be faced with greater administrative tasks to meet all new coming Medicaid RAC audits. CGI has been awarded the contract for ODJFS. At this time there are few details available but expected to be released later this year. The RAC audits will be in addition of the MIT and PERM programs. OHA is working with the State of Ohio to implement a redesigned Hospital Franchise Fee in an effort to minimize losses to hospitals. The 2010 – 2011 hospital franchise fee has a net loss hospital impact of \$-54.4 million; 101 hospitals losing money. Charles also provided a separate file of the Ohio Budget Bill Health Care Provisions. Both of Charles presentations are available on the AAHAM website at

<http://www.aaham.org/westernreserve/Officers/tabid/467/Default.aspx>.

For the most up to date information visit the Ohio Hospital Association website at <http://www.ohanet.org/Home> .

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2-Day Wrap Up Article Cont. . . by James Monroe, AAHAM Chapter Secretary and Website

Revenue Cycle: Staff Productivity

Summary by Sue Bertram, Chapter President

Gloria Dlugo and **Sue Bertram** presented the productivity system developed by the PFS programmers at the Cleveland Clinic and utilized by the billing and follow up teams. This application was originally developed for the customer service area and was modified for their team's use. Since the staff currently works in three different host systems, they needed a way to track productivity in a uniform manner. They shared how they got started, utilizing front line staff to help develop and tweak the work to be tracked along with time studies to validate the system. Sue spoke to how they developed the codes and then added additional codes as issues arose- such as codes to account for wait time on hold with insurance companies. The system also tracks the payments tied to the accounts worked by the staff so they can see how their efforts contribute to the overall cash goals. Gloria discussed how they worked with Human Resources to develop and test the system to assure that it was fair. Development, testing and tweaking took almost a year before it was fully implemented. Quality audits are done on a monthly basis to assure that correct codes were used along with appropriate actions taken to resolve the account. This new tool has been successfully implemented and the results were used this year as the basis for the staff's performance evaluations, taking subjectivity out of the evaluation.



Values, Beliefs & Boundaries

Summary by Dilys Krueger, MSHA, CHAM, Chapter Chairwoman of the Board

Back by popular demand was **Duane Casares**, LISW-S from Columbus, Ohio and yes he is a big Buckeye fan! Duane provided practical information and strategies on dealing with employee personnel issues. He said that managers can spend from 30% to 50% of their time dealing with employee issues. Dealing effectively with personnel issues has a direct effect on the organization.

Duane talked about personal and professional boundaries. He gave constructive guidance and information on how to recognize and identify patterns of interaction displayed by employees by type and function. He also gave us ideas on how to effectively interact and manage difficult employees including "the walking wounded." He also addressed the challenges of merging cultures with some great "take aways" for all of us.