



AAHAM WRC

The Wire

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Presidential Ponderings by Sandy Peffer



Aww – Summer is finally here!!! Although it’s been a bit of a soggy one, it is good to put the heavy coat in storage for a month or two ☺

What challenges in the Revenue Cycle world are keeping you up at night? Price transparency, Work requirements, self-pay, etc.? Who better to keep you informed on what is happening with those topics other than AAHAM?? Have you renewed your membership? If so, have you read the 2019 Spring Journal (you know this is a quarterly magazine that is free with your membership, right)? The topics were quite diverse and interesting: 18 20 22

- Can the Revenue Cycle Assist with Value-based Contracts? *By Rob Borchert, CRCE-I*
- Changing Environment *by Richard A. Lovich, Esquire*
- 5 Ways to Lead When You Are Too Busy to Lead *by Jones Loflin, M. Ed*
- Knowing Patient Sexual Orientation and Gender Identity Important to Improving Community Health *by Joy Stephenson-Laws, Esquire*
- Letter from the Executive Director
- Letter from the National President
- 2019 Legislative Day
- Washington Wire *by Paul A. Miller, PLC*
- Committee Updates
 - The Membership Committee *by Mike Dobbs, CRCE-I*
 - The Government Relations Committee *by Joshua A. Johnson, CRCE-I*
 - From the Desk of the Certification Director *by Matthew Hundley*
 - From the Desk of the Membership Director *by Moayad Zahralddin*
- Did You Know? *By Moayad Zahralddin*



National Calendar
The JHAM Network

With that said, I would like to Welcome our New Members:

- G’Kahlin Ford-Noble - *Student Member*
- Jeff Loney
- Patti McFeely
- Jelka Savic - *Student Member*
- Brittany Shartz - *Referred by: Nanette Woldin*

Will you be going to the ANI in Las Vegas, October 9-11? I would highly recommend you consider going – The speakers/breakout sessions are PHENOMINAL. You *WILL* learn something new and useful, while networking with colleagues from around the US.

Are you planning on upping your game by becoming AAHAM Certified? These are all excellent means/tools to keep you up to speed in the ever-changing world of Revenue Cycle.

Here is the link to National AAHAM’s website – Where you can find a wealth of extraordinary information to help you navigate the murky waters, we call HealthCare Revenue Cycle.

<http://www.aaham.org/>

As our National President, John Currier says, “LETS RAISE THE LEVEL”!!!!!!

The 16th Annual Legislative Days in Washington DC was April 17 & 18. It was exhilarating to be part of this movement. This year’s topics were 340B, Price Transparency, and TCPA. **AAHAM is one of the most recognized and respected organizations on Capitol Hill.**

The board is fervently planning the **next Chapter Meeting – Which is the Fall Institute – September 26 & 27 – Bertram Inn in Aurora.** We will have great speakers, with pertinent revenue cycle updates.



Western Reserve Chapter has been so fortunate to have the support of all our wonderful Corporate Partners. With their support, you reap the benefits of outstanding educational updates, networking opportunities, and access to national updates. Please be sure to thank our Corporate Sponsors when you see them.

But – If you are asking yourself, “What can I do for AAHAM” – the answer is simple ~ Tell us what you want to hear about, learn, or get updates on. This is your Chapter – You are a very important part of making it successful. We need your voice and ideas. If you are wanting a specific topic discussed, you can bet there are many others wanting it as well. Don’t be shy – we are here for you ☺

And -Just for Fun – Here are some “Nationally Observed Days” for July & August

July 2019... National Blueberry Month, National Anti-Boredom Month, National Cell Phone Courtesy Month, National Ice Cream Month
 1Creative Ice Cream Flavors Day, International Joke Day
 2I Forgot Day
 4Independence Day (U.S.), National Country Music Day
 5Work-a-holics Day
 6National Fried Chicken Day
 11Cheer up the Lonely Day, World Population Day
 13Fool’s Paradise Day
 14Bastille Day
 20Moon Day
 21National Junk Food Day
 22Hammock Day
 26All or Nothing Day
 30National Cheesecake Day
 31Mutt’s Day

August 2019...Admit You’re Happy Month, Family Fun Month, National Eye Exam Month, Water Quality Month, National Picnic Month
 2Friendship Day, Sisters Day
 4U.S. Coast Guard Day



- 5Work Like a Dog Day
- 6Wiggle Your Toes Day
- 7National Lighthouse Day
- 9Book Lover’s Day
- 10Lazy Day
- 13Left Hander’s Day
- 14National Creamsicle Day
- 15Relaxation Day
- 16National Tell a Joke Day
- 17National Thrift shop Day
- 21Senior Citizen’s Day
- 22Be an Angel Day
- 23Ride the Wind Day
- 25Kiss and Make Up Day
- 26National Dog Day, Women’s Equality Day
- 27Global Forgiveness Day, Just Because Day
- 30Toasted Marshmallow Day





Get-to-Know Your Officers & Board Members

In this edition of our Chapter Newsletter we thought we might do something different. Maybe you would like to get to know your Board just a little better, so starting this issue we will be discovering something about each AAHAM Western Reserve Board Member. This editions question will be:

'Tell us something no one knows about you, a fun fact!'

Sandy Peffer, Chapter President, Chapter Chairwoman of the Board, & Second Vice President Education: I played Saxophone in High School (marching band, jazz ensemble, orchestra, pep bend for sports teams, pit band for school plays).

Marcie Carek, Certificate Chairperson & Board Member: I have 2 children, a daughter and a son. My daughter is an Assistant Manager for PNC and we are currently planning her wedding for this October. My son is married and is a Sergeant in the Army stationed in Texas. **FUN FACT:** I love butterflies and anything with them on it. I have something with a butterfly in every room of my house. I have 2 tattoos, both with a butterfly.

Roy Engle, Board Member & President of TEAM Recovery: I've been in the industry, in NE Ohio for 30 years. Everyone knows everything about me! I was actually born in New Jersey (Oh a Jersey Boy☺). My Dad got a good job in Cleveland and we moved to rural Medina County when I was 4. I was born with a speech defect and couldn't say my R's...which is extra fun when your name is Roy.



Sharon Daugherty, Corporate Sponsors & Manager of Client Services for First Credit Inc. etc.: I am really scared talking in front of large groups; however, I was a cheerleader and majorette in high school. I am the Superintendent of our Sunday School program at church and get to work with kids every week.

I would like to thank all of the board members who participated in this "fact finding" news article. We will be tackling the other board members in the coming months and more questions to follow in future Newsletters! Stay tuned for more from your Roving Reporter Teresa O... AKA Your Western Reserve Secretary.

Signing Off for the month.

Teresa O., the AAHAM Western Reserve Roving (sort-of) reporter.



Why obtain a certification through AAHAM? What could it mean for you? For me, it was a feeling of self-acknowledgment of all that I had learned over the years through my various roles in healthcare. I had been out of the acute care hospital environment for 9 years and returned with a role as Manager of Revenue Integrity. Once I started reviewing the study manual, I realized how much knowledge I had actually retained. A certification is also a great way to promote your worth and future potential to employers. It demonstrates your commitment to empowering yourself to be the best at your job by expanding your skills through continued education. After the exam, the study manuals are also a great reference tool in your everyday work environment. Your expertise in the Revenue Cycle will be well respected and you will become the “go to” person at your place of employment.

For Meagan Trimble, new to her Patient Account Specialist position at Crystal Clinic Orthopedic Center, it is a fantastic way to learn about the many areas of the Revenue Cycle. Per Meagan, “My employer is investing in me, which in turn is motivating me to further my knowledge and enhance my skill set. I strive to be an expert in my position in the Revenue Cycle. This will enable me to provide better patient satisfaction while contributing to the success of my department and the organization.”

AAHAM members that are employed by an agency and not directly by a hospital facility or physician’s office also benefit greatly from obtaining a certification. Tim Van Camp, Regional Director, Business Development from L J Ross Associates, Inc., earned his CRCP in March. Per Tim, “Certification provides the full knowledge and a complete understanding of the Revenue Cycle and financial processes that occur well before the patients reach our office. This not only puts us in better position to help our clients but more importantly the people they serve. “

Certification exams are given every March, July, and November. Information on the various certifications can be found at <https://www.aaham.org/Certification.aspx> . You can do it!

Marcie Carek, CRCP-I, CRIP
Manager of Revenue Integrity
Crystal Clinic Orthopedic Center



Education Corner

The Telephone Consumer Protection Act (TCPA) is a Federal law that was passed in 1991 to stop calls to individuals by telemarketers. The TCPA restricts the use of automatic dialing systems (ATDS), pre-recorded voice messages, and text messages received by cell phones. Specifically, the TCPA places restrictions on any entity who uses an ATDS to communicate with a consumer (guarantor/patient) via a cellphone without the consumer's express consent.

Unfortunately, the law does not adequately or appropriately define "telemarketer" and thus has led to skyrocketing litigation and class action law suits against many businesses across almost all industries, including healthcare. Because of this, hospitals are urged to coordinate with legal counsel and regularly review the means by which patients are being contacted and if the appropriate consent wording is both in place and signed.

If you would like any additional information on this or other topics related to patient engagement or self-pay collections, please feel free to contact B. Roy Engle at 330-961-7030-www.teamrecovery.com.

Disclaimer: Team Recovery is an accounts receivable management company and provides this information solely for general information purposes. You must not rely on this content for any other purpose and must consult your own attorneys and /or other advisors to obtain specific advice on your compliance needs.



Article provided by,

B. Roy Engle

President



Winners 2014, 2015, 2016, 2017, 2018



Education Corner

Capture Consent, Free Up Choice

The TCPA, or **Telephone Consumer Protection Act of 1991** is approaching 30 years old. Like many of the regulations in Healthcare and beyond many things have changed (especially in technology) since these acts were signed into law. Technology is literally at our fingertips, hand held, and most of what people need or want can be found with a click. It may make sense for you to revisit policy and procedure around capturing consent to contact your patients. In today's world of choice, speed, and convenience, you may be able to free up cash flow by revisiting and beefing up these plans.

A provider or health system should consider reaching their patient according to the patient's preference. It may seem out of place to ask for permission to email, text, and certainly call them using modern technology, but quite frankly it is and should continue to be more common place. Have your compliance department review these options and you will find that reaching your patients becomes easier and more effective, not to mention more compliant. Your downstream partnerships and vendors will benefit as well.

Article provided by,

Tim Van Camp, CRCP-I
Regional Director, Business Development
L J Ross Associates, Inc.





Education Corner

Consumerism in Healthcare

Consumerism in healthcare today is partly a consequence of increased patient financial responsibility and partly an outgrowth of both the patient-centered care movement and a new generation of independent digital citizens. In this new financial model, there are significant challenges for both providers and patients. To better understand your patient's mindset, here are a few examples of the struggles they face:

- Anxiety over medical bills – 45% of Americans are concerned a major health event will leave them bankrupt (West Health, Gallup)
- Bewilderment over what care will cost – 47% of Americans will never know what a visit to the emergency room will cost before receiving care (Ibid)
- Conditions worsening – ultimately becoming more expensive to treat as well as more threatening – due to anxiety over medical bills
- A desire to be an active participant in decision-making, but lacking the resources to fully understand their choices

Being upfront with patients can help ease some of their apprehension. Patient Access Department processes represent the greatest area of opportunity for enhancing patient experience and fostering loyalty.



Article provided by:





Education Corner

Miller  Wenhold Capitol Strategies, LLC
GOVERNMENT AFFAIRS AND GRASSROOTS ADVOCACY

May 31, 2019

Bipartisan health plan by top senators lays out policy options

Author: Moayad Zahralddin, AAHAM
Operations & Membership Director

A comprehensive bill to tackle health care costs by Sens. Lamar Alexander (R-Tenn.) and Patty Murray (D-Wash.), the top Republican and Democrat on the Senate HELP Committee, respectively, tackles a wide array of issues ranging from prescription drug prices to vaccine promotion. But the plan’s approach to one of the most contentious issues in health policy, surprise out-of-network billing, is largely noncommittal. The draft bill proposes three potential frameworks to end pricing disputes between providers and insurers, but the plan emphasizes that each proposal is merely an option on the table.



How select proposed legislation would settle ‘surprise billing’ disputes

Legislation	Sponsors	Average allowed amount	Median in-network amount	“Baseball-style” arbitration	In-network facility guarantee
Protecting Patients From Surprise Medical Bills Act of 2018*	Sens. Bill Cassidy (R-La.), Chuck Grassley (R-Iowa), Todd Young (R-Ind.), Michael Bennet (D-Colo.), Tom Carper (D-Del.), Claire McCaskill (D-Mo.)	Yes, if higher amount	Yes, if higher amount	No	No
No Surprises Act of 2019	Reps. Frank Pallone (D-N.J.), Greg Walden (R-Ore.)	No	Yes	No	No
STOP Surprise Medical Bills Act of 2019	Sens. Bill Cassidy (R-La.), Todd Young (R-Ind.), Lisa Murkowski (R-Alaska), Michael Bennet (D-Colo.), Maggie Hassan (D-N.H.), Tom Carper (D-Del.)	No	Yes, as the default	Yes, as optional process	No
Lower Health Care Costs Act of 2019	Sens. Patty Murray (D-Wash.), Lamar Alexander (R-Tenn.)	No	Proposed as an option	Proposed as an option	Proposed as an option

*Note: This bill is an earlier version of the STOP Surprise Medical Bills Act of 2019



WESTERN RESERVE CHAPTER

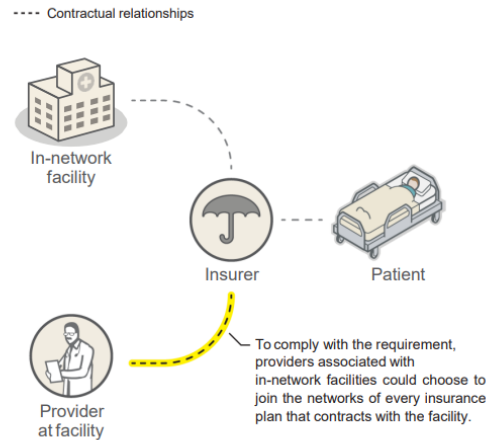
How insurance contracting would work under the 'in-network guarantee'

Under this option, surprise out-of-network bills would be prevented by giving physicians two pathways to integrate with their facility's insurance network, as illustrated below. Once implemented, patients seeking to avoid out-of-network bills would only need to ensure that the facility they are visiting is in-network. If patients arrive at an out-of-network facility through the emergency room, their care would be considered in-network until they are stabilized and given the option to transfer.



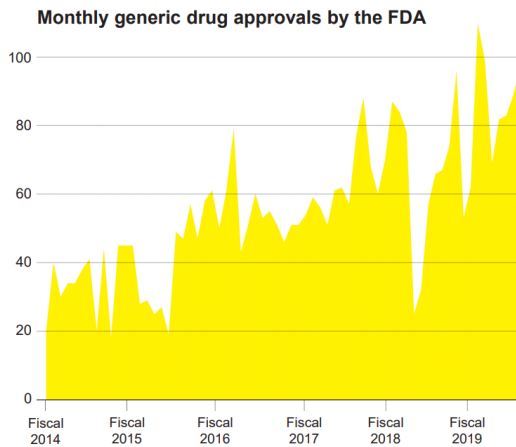
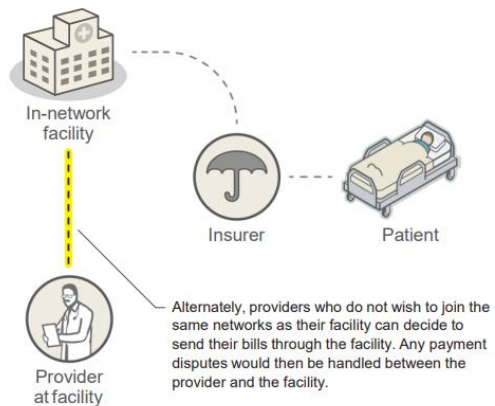
Option 1:

1 Provider joins all of their facility's networks



Option 2:

2 Providers agree to handle billing through facility



Sources: Senate HELP Committee; Health Affairs; PricewaterhouseCoopers; FDA Generic Drugs Program