

Hawkeye Highlights

Iowa AAHAM Chapter

Photo By: Steph Hultman

Fall 2013

Message from the President.....



I can't believe it is fall already! Where did the summer go? I hope everyone enjoyed the great weather we have had. Your board has worked hard to bring you educational sessions that are current. We will have a planning meeting in January so if there is something you would like or a speaker you think is good please let us know.

I want to encourage everyone to get involved with AAHAM. We can put you on a committee that will help get you involved and understand what is involved with being a director or officer. You can do this without investing a ton of hours and you will develop some relationships that will last a life time.

I know I have said this before, but it is worth repeating, we have all had the opportunity to meet people with the same problems and challenges we face each day. I have met so many people over the years at different AAHAM meetings and I know I can pick up the phone or email these people and get an answer to a question. This alone is worth the cost of membership to AAHAM.

October 16-18, 2013 is the AAHAM Annual National Institute in New Orleans Louisiana. There will be some very good speakers at this meeting and it is also another opportunity for you to meet other people with the same challenges you face every day.

As the year comes to an end I want to thank all of you for the opportunity to serve as the President of this Association. It has been an honor.

Respectfully,

Luke Gruber

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Hawkeye Chapter

Officers - Board Members - Committee Chairs

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Tara Spidle	<i>Chairperson of the Board/ Audit Chair</i>
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Marcia Taylor	<i>Board Member / Hawkeye Website</i>
Stephanie Hultman	<i>Board Member /Newsletter/ Membership Chair</i>
Melissa Puck	<i>Board Member Corporate Sponsorship Chair</i>
Mike Dobbs	<i>Legislative Chair</i>
Sara McClure	<i>Board Member / Hospitality Chair</i>
Laurie Gaffney	<i>Newsletter Editor</i>

HAWKEYE HIGHLIGHTS EDITORIAL POLICY & OBJECTIVES

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Legislative Update

Written and Submitted by: Mike Dobbs



Insurance Exchanges go into effect October 1, 2013

The Patient Protection and Affordable Care Act (PPACA), signed into law in March 2010, is changing the way health insurance will be provided and paid for in the United States. The Healthcare Exchanges that are being created due to the PPACA are being set up in Iowa to help consumers better understand the options available to them. Initially Exchanges will serve primarily individuals purchasing insurance on their own and smaller employers; states will have the option of opening Exchanges to larger employers a few years after implementation. Individuals will be able to use the Exchanges starting October 1, 2013 and will be required to buy health insurance or pay a penalty. The total impact all this will have on Iowa hospitals is yet to be determined. I believe most of us are hopeful that individuals that had previously been enrolled in the Iowa Care program will now be enrolled in a program that will pay us something. Former Iowa Care enrollees will probably transfer to some type of State funded program. The expected increase in Iowa Medicaid patients is substantial. Facilities will see an increase for Medicaid patients in their payer mix. Financial reviews will need to be in place to check reimbursement and denials.

Legislative Day Follow up

This spring's AAHAM legislative day on Capitol Hill was again spent talking with congress about the Telephone Consumer Protection Act (TCPA). The TCPA is in dire need of being updated as almost 40% of American households do not have a land line and exclusively use a mobile phone. The present TCPA does not allow calls to mobile devices without proper consent and makes it prohibitive to use autodial technology to communicate with our patients.

AAHAM has support from other groups trying to change this outdated legislation, and as this is a bi-partisan issue, the outlook for someone to step forward and propose a bill in either the House or Senate seems very good. Stay tuned as AAHAM continues to lead the movement toward improving the TCPA. ■

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The Iowa Hawkeye Chapter wishes to thank its Corporate Sponsors. Their generous financial contributions help ensure our chapter meets its goals and objectives, and allow us to provide educational programs, social functions, training programs for member certification, and the Hawkeye Highlights newsletter.

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Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at www.hawkeyeaaaham.org. The site includes:

Chapter officers and board members
Upcoming events-Calendar of events
Chapter Bylaws
Sponsor Information

Membership information
Link to the National AAHAM Website
Current and Past Newsletters
Photos from past meetings

Watch for more information to be added every month. Since the site is new, we are looking for any ideas for additional information from our members. Please contact board member Marcia Taylor at mktaylormk@yahoo.com with ideas.

Hawkeye Chapter of AAHAM

Submitted by: Carrie Kuennen

BALANCE SHEET

Treasurer's Report for Period Ending: 08/31/2013

ASSETS:

Cash in Bank	\$29,915.78
Certificate of Deposit #30063596	\$6,064.97
Certificate of Deposit #30063430	\$3,220.98
TOTAL ASSETS	\$39,201.73

LIABILITIES:

Payables	\$0.00
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EQUITY:

TOTAL LIABILITIES AND EQUITY	\$35,576.08
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OPERATING STATEMENT

REVENUES:

Corporate Sponsors	\$10,465.00
Technical Exams	\$1,790.00
Registrations/Vendor Fair 2012 Spring	\$10,250.00
Registrations/Vendor Fair 2012 Fall	\$9,099.92
Registrations/Vendor Fair 2013 Spring	\$8,890.00
Donations	\$255.00
Bank of America Credit	\$.01
Other Revenue	\$46.00
Corporate Sponsors Fees	\$5,480.00
TOTAL REVENUE	\$46,275.93

EXPENSES:

Travel	\$11,041.72
Web Design	\$1,764.40
Spring Conference 2012 Speaker Fees	\$6,288.14
Spring Conference 2012 Facility/Hospitality Fees	\$4,540.04
Miscellaneous	\$1,459.98
Charity Efforts	\$1,020.00
Insurance Fees	\$1,720.00
Fall Conference 2012 Speaker Fees	\$1,997.50
Fall Conference 2012 Hotel Fees	\$3,751.73
Fall Conference 2012 Hospitality Fees	\$203.48
Fall Conference	\$105.28
ANI Expenses 2012	<u>\$2,406.19</u>
AAHAM National Legislative Day Registration	\$1,257.10
TOTAL EXPENSES	\$37,555.56

NET INCOME (LOSS)	\$8,720.37
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BEGINNING CASH BALANCE	\$21,195.41
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ENDING CASH BALANCE	\$29,915.78
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AAHAM Fall Meeting Review

Submitted by: Laurie Gaffney

Once the crazy weather calmed down and we were able to return to the meeting room on Thursday, we had 3 hospitals present their reflections on the recent computer conversions they had been through. Each had different issues and suggestions based on the system they had converted to. Some things that will play a role in how smooth the transition is would be creating and submitting the data so the system can be built properly ahead of time, whether or not you migrate or convert your current AR into the new system, and how much training you receive. Suggestions were to make sure you are speaking the same language with the system staff, what they may call a cost center could be what you call a department or what you consider a transfer means something different to them. All speakers said to join AA and get your anxiety meds on board now. All jokes aside, it is a busy stressful time for facilities going through the conversion.

Friday morning was spent with the payers. United Healthcare gave some good information patient payment portal, the new Optum cloud dashboard, and a bit about Tricare and Hawk I. Medicaid's Sabrina Johnson gave us information on the new health insurance exchanges and stressed that it will be important to attend one of the state wide education programs being offered in October and November. Information has been sent out and can be found on their website. She talked about medical homes as well. IME is working on a new eligibility product to be released soon. Aileen Sigler spoke about provider enrollment and how important it is to make sure you get all the information filled out on the initial filing. They are encouraging the use of the PECOS system for applying and verifying information. Information was given on Part A to Part B rebilling when an IP claim was found to be not medically necessary. Med Learn matters article SE1333 is the reference. Brief review of ICD10 was shared as well. Wellmark came as well and reviewed the educational campaign to providers to use the Wellmark site for many options rather than calling provider service. Discussion of how far behind Wellmark is with new provider applications. This causes backlog in our billing departments. Ellen Myers gave a brief update on the enhancements to the website as well as information on the Affordable Care Act. Dan Royer came from Iowa Hospital Association with information on the 96 hour rule for CAH. CAH's are supposed admit a patient with the knowledge that they will be discharged to home or transferred to another facility within 96 hours. This conflicts with the rules of participation. Watch for more to come from IHA. Dan also discussed the Insurance Exchange Market opening up on October 1st. IHA has had a series of webinars in September on this topic. The last session was Meridian Health plan who explained their Medicaid HMO product. They have been doing marketing all around the state to get providers to join so Medicaid members have another choice.

The presentations for some of the presenters can be found at www.hawkeyeaaaham.org under Calendar of events and Presentations. ■



Hawkeye AAHAM Board Minutes

AAHAM May 15, 2013 - Board Meeting

Roll Call: Attending: Pam, Cristie, Stephanie, Luke, Tara, Carrie, Connie, Melissa, Sara

Meeting to order 5:30 PM

I. Presidents Report

Currently at about 64 registrations for the meeting. Discussion centered around lunch, we guaranteed 56 for lunch.

II. Vice President Report

Spring meeting. Cristie will not be able to attend, her hospital is converting. Medicaid will be sending Bryron to be speaking. Mike will do Day and Paul for introductions. Dorsey and Whitney law firm is doing this free of charge.

Fall Meeting. We have openings--Friday morning is all payers generally. Meridian they will come and speak on Friday. They will also sponsor. John Courier will be doing Survivor, 8:30-1000 am on Thursday. MRA is speaking for 1 hour. Insurance exchanges, give suggestions to Cristie. Discuss how we can get people signed up if uninsured. Outlook education? John will charge expenses only, MRA expenses only. IHA maybe on Friday. Medicaid expansion? Any topics to look at. Financial assistance? Mental health. Financial Assistance and MHU patients.

III. Treasurer Report

\$31,146.85--registration checks given to Connie

IV. Committee Reports:

- Certification. 5 CPAT's took test on Tuesday
- Membership. End of April-108 members--down from September 2012 which was 114. 17 are non-renewals, new people added as well. Discussions centered around who is no longer a member
- Hawkeye Highlights. Went out a few weeks ago. There may have been one person that did not get it. Pictures this Spring meeting, would like Hawkeye highlights to go out before July 4th. Sarah will do an article. Officer pictures and bio this issue. Board, next issue and the last issue of the year. Chair leaders. Highlight each facility. Pam will share ideas with Stephanie as she is chair for Nebraska highlights. Labeling Spring, Summer, Fall and Winter. If we do chapter excellence we have to have all four. HFMA--payer updates co-sponsor with AAHAM. Day-ICD10 workshop. What program is. Cristie stated that she has been talking to Nebraska AAHAM and they want to grow and we could go with them. Time of year discussion for the ICD10.
- Legislative. Luke talked to Mike-Do we want another proclamation signing. We give them the week and they assigned us the day and time. We will get set up and let everyone know.
- Corporate Sponsors. Currently 15, possibly signing on. 7 vendors at meeting tomorrow. Booth size-standard table size, Set up time before 8am on Thursday, tear down after 2:30 break time

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on Thursday. They can ship things to the hotel if they want. No Vendors on Friday.
Sponsorship including registration. Sponsorship-levels add benefits. Hauge and PSB.

- **Hospitality.** Have room all set up
- **Website.** Website had not been up to date.
- **Registration.** Name tags--Connie brought. Carrie will man the registration table in the morning. Link sent out with all the information that will be presented.
After lunch we will have all vendors introduce themselves after lunch.

V. New Business--

VI. Old Business--

Scholarship program is not going well. ANI-Mike and Luke will be going this year, being held in New Orleans.

VII. Adjourn

Sara motioned and Cristie 2nd. ■



Respectfully,

Connie Dudding

Secretary



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Upcoming Programming...

2nd Annual HFMA Panel of Payers

November 21, 2013

Mercy Medical Center – Cedar Rapids

Program Agenda:

8:45 am	Registration/Continental Breakfast
9:25 am	Welcome/Program Begins
9:30 am	What Every Hospital Should Know About Consumer Credit Compliance CarePayment-Huntley McNabb
10:30 am	Break
11:10 am	UHC. Paige Pettit
11:35 am	Meridian. Cathy Crowley
12:00 pm	Lunch provided
12:45 pm	Humana. Jeb Downard
1:10 pm	Wellmark. Ellen Myers
1:35pm	Medicaid. Sabrina Johnson
2:00 pm	WPS. Jan Ervin
2:30 pm	Break
2:45 pm	Breakout Sessions Meet individually with payers to answer specific questions.
4:00 pm	Adjourn

Registration:

The Hawkeye Chapter of AAHAM is cosponsoring this event. Deadline to register is November 8. Please register online at <http://www.hfma.org/Content.aspx?id=18646>

Registration Fees:

Single Attendee is \$30.00

Location:

Mercy Medical Center
Hallagan Auditorium
701 10th Street
Cedar Rapids, IA 52403

Handouts:

Handouts will be available on HFMAIowa.org one week prior to the program.

Payer Questions:

Please email questions you would like answered to Shawn Steffen at Ssteffen@mercyare.org
Please indicate which carrier your questions are intended.

Intended Audience:

HFMA and AAHAM Members and medical billing professionals.

** Substitutions welcome via email. Send requests to Shelly O'Neal at moneal@mercyare.org ■

IHA Launches Insurance Marketplace Outreach

Submitted By: Stephanie Hultman

October 1 marks the beginning of open enrollment on the insurance marketplace (exchange), meaning tens of thousands of uninsured or underinsured Iowans will have access to health insurance through qualified private health plans or Medicaid. While many details have yet to be finalized and released by the state and federal governments, IHA is collecting and posting resources and outreach materials to assist hospitals in preparing for the launch of the marketplace.

Here are some fast facts about the marketplace:

- Iowa has established a state/federal partnership marketplace, meaning the state will coordinate eligibility and health plan management while the federal government will coordinate consumer assistance, enrollment and financial management.
- To date, CoOpportunity Health and Coventry Healthcare of Iowa have submitted qualified health plan applications to the Iowa Insurance Division (IID) to offer statewide individual health plans. Notably, Wellmark Blue Cross and Blue Shield opted to not participate in the marketplace. Premium rates have not been established and contracts are expected to be signed with IID and the Centers for Medicare & Medicaid Services (CMS) on September 9.
- Iowans seeking private insurance options or Medicaid (including coverage through the Iowa Health and Wellness Plan/Medicaid expansion) through the marketplace will access these options through the federal website, www.healthcare.gov. **There will not be a separate website for the Iowa marketplace.**
- Hospitals can play an important role by applying to become Certified Application Counselor organizations and assist patients in understanding and accessing coverage options through the marketplace. [Click here](#) for more information and to submit an application.
- Patients can begin registering on www.healthcare.gov immediately and hospitals can encourage registration. On October 1, registrants will be notified of the next steps toward selecting a plan and enrolling. ■

Save the Dates

2014 AAHAM Hawkeye Chapter Meetings
Spring Meeting – May 15-16, 2014
Fall Meeting – September 18-19, 2014

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Patient Account Management Week

Submitted By: Laurie Gaffney

This year's PAM Week will be held October 13-19, 2013. The theme is "Feel The Power" which addresses recognition of the exemplary work that is conducted by healthcare administrative management teams in hospitals, physician practices and healthcare related industries.

National Patient Account Management Day was established on October 1989, when AAHAM (then AGPAM) decided it was necessary for all those involved in healthcare administrative management to be given an official time for recognizing the people in the field. Every year since 1989, when congress declared National Patient Account Management Day (PAM Day), it has been celebrated on October 18th and during the week encompassing October 18th.

Recently we put out a survey to membership regarding National Patient Account week and what you were doing in your facilities for recognition. A few of you were not aware of this week so we would like to give you some background and share what the survey came back with for ideas on how to celebrate the hard work we do in patient financial services.

From the survey these were the ideas shared:

- ◆ Many provide lunch/breakfast or have a potluck
- ◆ Give a flower for their desk
- ◆ Provide cookies, popcorn, muffins, coffee, root beer floats, ice cream or other treats.
- ◆ Give gift certificates to local restaurants, shops or grocery stores
- ◆ Purchase AAHAM products such as pins, pens, coffee mugs etc. from National AAHAM store. www.aaham.org
- ◆ Create games or puzzles using work related questions for staff with prizes.
- ◆ Have open house in the department for the whole hospital and then have games and prizes and/or snacks. This allows other departments to get to know the work you do
- ◆ Write an article for your facility newsletter or the local paper
- ◆ Purchase attire-polos, fleece etc. with the company logo
- ◆ Posters or photos on facility bulletin boards
- ◆ Do contests of employee baby photos or match the employee to their pet. Or take photos of their hands and they have to match the employee to the hand photo.
- ◆ Create little notes to attach to a candy bar or bag of popcorn—Like “We are bursting with appreciation for your hard work”, “You are worth your weight in gold to us (give gold chocolate coins), “There is Nutter Butter than having you on our staff”, Thanks for your commit-Mint to our team” etc.
- ◆ Let them wear jeans to work for one day that week.

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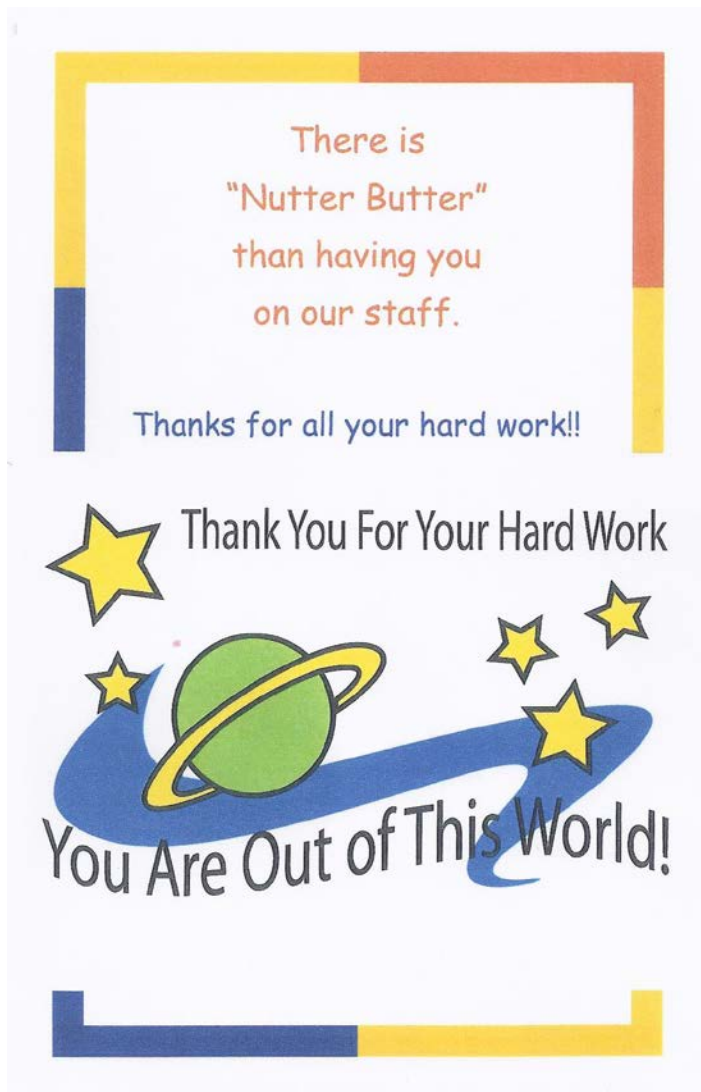
Continued From Page 11 . . .

The ideas are endless and it doesn't have to cost a fortune. I know time can be a big factor but get your staff involved in creating the games, coordinating the open house, writing the article etc. If you don't mind baking or fixing lunch that would save on the cost. The cost of lunch will out way the benefits of recognizing your staff for the hard work that they do. Use the internet to goggle staff appreciation and you will find a lot of low cost ideas if budget is a concern. It is up to you how you want to recognizes those that are a part of the financial backbone of the healthcare system.

By supporting National PAM day/week, you can show your healthcare administrative management team that you appreciate their hard work. A recognition program implemented during this special week is an excellent means of enhancing guest relations, increasing hospital morale and improving communications.

We hope you have a truly rewarding and successful PAM week this year.

For more ideas or questions don't hesitate to contact me via email Gaffney.laurie@bvrnc.org ■



Survivor Skills at AAHAM

Submitted By: Tara Spidle

On Thursday at our Fall meeting, John Currier led us in a fantastic activity about surviving in the wild. John gave us the scenario, accompanied by a short video, which we had just survived a helicopter crash only to be caught in the middle of a forest during a four day blizzard. We were given a list of 12 items that were onboard the helicopter. The items ranged from a hatchet, roll of twine, knife, snowshoes, gun, etc. We were asked to first rank the 12 items in order from most important to least important related to survival.

John then had us number off into teams which mixed the group up a great deal giving members that chance to work with others they did not know as well. Seven teams were formed. The teams worked together to put the 12 items in order. After scoring individual efforts and team efforts, the team efforts won out. What we learned in the exercise was that working together to make decisions is more beneficial than working alone.

Listening to our staff can be very beneficial. Open discussions can create better outcomes than working alone. Team scores ranged from 14 to 28 points, if memory serves me correctly. Participants learned that our very own Kiel Christensen would be the fellow to have along in a crisis situation. I do believe his ancestry trails back to Daniel Boone...or maybe he watches lots of action movies. My hunter's safety course helped immensely, but not enough to help my team take the lead.



John Currier and Kiel Christiansen, the "Pig Personality Profile."

Of course, let me back track to John's opening exercise of the Pig Personality Profile. Each person was given a blank piece of paper and asked to draw a pig. After we completed our drawings, he read through several personality traits based on the placement of the drawing on the page, the way the head was facing, the level of detail and most importantly the length of the tail. If you would like to complete and share the Pig Personality Profile, visit <http://www.peopleconnectinstitute.com/client/images/pig.pdf>.



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Certification Passed Exams – CPAT, CCAT, and CPAM

Submitted By: Rebecca Gough, CPAM

Congratulations to the following people on their recent certification testing! These folks were successful in obtaining their CPAT and CCAT Certifications. The exams were taken this past August - Congratulations on a job well done!! A special Congratulations goes out to Bobbie Jo Harrings who also passed her CPAM along with Becky David in April.

Passed CPAT Exam in August		Passed CCAT Exam in August	
Anna Clark	Keokuk Co Health Center	Lisa Beck	Avadyne Health
Stephanie Fant	Avadyne Health	Brandon Dilley	Avadyne Health
Rachel Lowman	Avadyne Health	Kathy Goforth	Avadyne Health
Kerin Overturf	Avadyne Health	Laurie Gotsch	Henry Co Health Center
Melanie Sayre	Avadyne Health	Julie Hoeppner	Mercy – Cedar Rapids
Christine Zunkel	Avadyne Health	Kelly Klossing	Henry Co Health Center
		Christi Sammons	Henry Co Health Center
		Tiffany Steiner	Avadyne Health
		Kira Thye	Avadyne Health
		Dawn Zaiser	Henry Co Health Center
<p>Passed CPAM In April</p> <p>Becky David Waverly Health Center</p> <p>Bobbie Jo Harrings Marshalltown Medical and Surgical Center</p>			



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Don't Forget AAHAM!

If you've recently had a change to your personal contact information, please let AAHAM know. If we aren't able to contact you, we can't keep you informed of all the great benefits AAHAM has to offer. So please, keep us in mind as your life changes and let us know how to reach you.

To update your AAHAM Records please contact Stephanie Hultman, Membership Chair by calling 319-240-5306, or by emailing her at sjhultman@msn.com.



AAHAM Fall Meeting

Photos by: Laurie Gaffney

