

Hawkeye Highlights

Iowa AAHAM Chapter

Stephanie Hultman
PHOTOGRAPHY

Fall 2019

Volume 11, Issue 3

Message from the President...



Carrie Kuennen
President, Iowa AAHAM

The fall season is upon us!

At the time of writing this article, your Hawkeye AAHAM board is looking forward to Fall Conference, September 19-20, 2019 at the Hilton Garden Inn, in Johnston, Iowa. Be certain to register! The line-up for educational speakers looks great, and we look forward to networking with our colleagues and vendors.

This summer, we have been busy! Here is a quick summary of activities:

- *Fall Conference Planning*
- *Chapter bylaw revisions –*
 - *Ballots were sent to membership. Results of the vote will be shared at Fall Conference;*
- *Board Member Elections –*
 - *Ballots were sent to members to elect two board members. Results of election will be shared at Fall Conference;*
- *Partnership to enhance educational opportunities through Home Town Health and the Small Hospital Improvement Program is underway. More information to come;*
- *Enhanced networking and educational opportunities through partnership with Iowa HFMA through the Summer Educational Series and Fall 2019 Payer Panel.*

At this time, I would like to thank our sponsors for their continued support. With continued sponsor support, we are able to continue to provide outstanding educational opportunities to our membership every year. It also allows you to network with vendors that can assist your Revenue Cycle departments meeting goals for your facilities and offices. I encourage you to reach out and speak with our sponsors on how they can assist your departments.

... Continued on Page 3

Table of Contents

Fall 2019

President's Message	1
Officers and Board Members	2
New Medicare Card	3
AAHAM Fall Conference Agenda	4
ANI 2019	6
Legislative Updates	7
HFMA Summer Meeting Series	7
Membership Update	8
2019 Corporate Sponsors	9
Community Service for Fall-Dress for Success ...	10
Mark Your Calendar	10
Certification Passed Exams / July	11
2019 Certification Schedule	11
Don't Forget AAHAM	11
Provider Update	12
Website Alert	13

For Corporate Sponsor Program inquiries, contact:

Ashley Allers, Corporate Sponsorship Chair

Van Diest Medical Center
2350 Hospital Drive
Webster City, IA 50595
Phone: (515) 832-7705
Email: AAllers@vandiestmc.org

For membership information, or to submit changes of address, contact:

Laurie Bruck, Membership Chair

Manning Regional Healthcare Center
1550 6th Street
Manning, IA 51455
Phone: (712) 655-8152
Email: laurie.bruck@mrchia.com

For questions and comments regarding Hawkeye Highlights, contact:

Stephanie Hultman, Publisher

Iowa Health Information Network (IHIN)
1126 Linbud Lane
Waterloo, IA 50701
Phone: (319) 240-5306
Email: sjhultman@mediacombb.net

Laurie Gaffney, Editor

Buena Vista Regional Medical Center
1525 West Fifth Street
Storm Lake, IA 50588
Phone: (712) 213-8678
Email: gaffney.laurie@bvrmc.org

Hawkeye Chapter

Officers - Board Members - Committee Chairs

Carrie Kuennen	President
Bobbie Jo Harrings	Vice President / Program Chair
Audra Ford	Secretary / Registration
Becky David	Treasurer / Nominating Chair
Rebecca Gough	Chairperson of the Board
Charlie Cole	Board Member / Website Chair
Lori Weber	Board Member / Certification Chair
Laurie Bruck	Board Member / Membership Chair
Steve Juve	Board Member
Ashley Allers	Board Member /
	Corporate Sponsorship Chair
Stephanie Hultman	Newsletter Publisher
Laurie Gaffney	Newsletter Editor

HAWKEYE HIGHLIGHTS EDITORIAL POLICY & OBJECTIVES

The HAWKEYE HIGHLIGHTS newsletter is published four times annually by the AAHAM IOWA CHAPTER to update the membership regarding chapter and national activities as well as to provide information useful to health care administrative professionals. Opinions expressed in articles or features are those of the author(s) and do not necessarily reflect the views of the Iowa Chapter. AAHAM, the NATIONAL AAHAM organization or the editor. Reproduction and/or use of the format or content of this publication without the expressed permission of the author(s) or the editor are prohibited. © Copyright 2013. ▲



Finally, membership with Hawkeye AAHAM is an important component to the financial success of your facilities. The education AAHAM provides, as well as networking, is a valuable tool in any Revenue Cycle department to stay on top of the newest information and best practices. If you know of a colleague that hasn't renewed their AAHAM membership, please encourage renewal. Also, I encourage all of you to look at your teams/staff members and encourage membership and certification with AAHAM.

I look forward to seeing you all Fall Conference in September! ▲

Respectfully,

Carrie Kuennen, CRCP-I, CRCE-P

President, Iowa AAHAM

Important Message from Medicare – New Medicare Card

Will Your Claims Reject?

Protect your patients' identities by using the Medicare Beneficiary Identifier (MBI) now. Starting January 1, 2020, you must use the Medicare Beneficiary Identifier (MBI). Medicare will reject claims you submit with the Health Insurance Claim Number (HICN), with a few exceptions, and reject all eligibility transactions.

Don't have an MBI?

- Ask your patients for their card. If they did not get a new card, give them the *Get Your New Medicare Card* flyer in English or Spanish.
- Use your Medicare Administrative Contractor's look up tool. Sign up for the Portal to use the tool.
- Check the remittance advice. Medicare will return MBI on the remittance advice for every claim with a valid and active HICN.



UNLEASH THE REVENUE CYCLE HERO IN YOU!

- ✓ Accelerate and Increase Patient Liability Resolution
- ✓ Improve Patient Satisfaction and Loyalty

Let us help you pair innovative technologies with new ways of delivering liability resolution to optimize your revenue and reduce your cost to collect.

Patient Concierge
ePFXpatientportal
ePFXscore
ePFXsolutions
Financial Clearance
Self-Pay Account Resolution
Bad Debt Recovery

With lightning speed contact:
Pam Brindley, CHFP, CPAT, CCAT, CCAE
Account Executive
515-669-9396 | PBrindley@avadynehealth.com
avadynehealth.com

avadynehealth
The Patient Financial Experience Company™

Hawkeye Chapter Fall Conference

September 19-20, 2019

Hilton Garden Inn
8600 Northpark Drive
Johnston, IA

Thursday, September 19, 2019

HIM and PFS Working Together to Improve Revenue Cycle

Sue York, OS Healthcare

Diminishing profit margins and an increased pressure to perform make organizational issues like interdepartmental communication and siloed work cultures unacceptable. Fortunately, the results show that by promoting collaboration, raising departmental awareness and assigning accountability - hospitals will see the benefits of improved business processes in their accounts receivables.

Learning Objectives

This session will highlight tactics to improve revenue cycle efficiency by promoting interdepartmental communication and understanding. Participants will learn KPIs for accounts receivable, discuss proven strategies to improve cohesiveness throughout the entire Revenue Cycle, as well as process improvement techniques to reduce common coding related denials.

KPI's and HIM/Rev Cycle

Sue York, OS Healthcare

Managing employees without key performance metrics is like playing a baseball game and not keeping score. Staff goals and performance metrics should be aligned to the financial goals of the hospital. In this session, learn how to report key performance indicators across the revenue cycle, increase accountability, and implement results-oriented employee performance evaluations. Serving as an early warning and continuous feedback system, the scorecard empowers employees to act, problem-solve, and impact the organization through their contributions.

Learning Objectives

Participants will learn how to utilize scorecards to report key performance indicators across the revenue cycle, set goals and performance accountability for staff that is aligned to the financial goals of the hospital and implement results-driven employee performance evaluations.

Practice Management Evaluation of Your Revenue Cycle

Marcy Marquis, Client Services Manager, Max RTE

During this session we will address the questions needed to evaluate the Evaluation of your Revenue Cycle by answering the following:

1. Are you obtaining and being efficient in your front-end access process?
2. Are you capturing and billing all your charges?
3. Are your WQ set up correctly?
4. Are you working your denials and AR efficiently?
5. Is your staff in the correct role?

... Continued on Page 5

Provider Enrollment

Marcy Marquis, Client Services Manager, Max RTE

During the Provider Enrollment session, we will be addressing the following common pitfalls with Provider Enrollment:

1. Are you notified timely when new providers start?
2. Are you obtaining the correct demographics and documentation when starting to enroll a new Provider?
3. Are you aware of all your contracts?
4. Completing the provider paperwork and submitting it timely.
5. How to follow up on all the paperwork.

Wellmark

Morgan Baumert, Provider Network Engagement

Friday, September 20, 2019

Iowa Hospital Association

Erin Cubit, Director, Government Relations

Iowa Total Care

Ashley Woods, Provider Relations

Amerigroup

Sarlynn Heston, Provider Relations ▲





Haven't made your ANI hotel reservations at the exciting Caesars Palace in Las Vegas? Don't wait, special \$199 pricing ends September 6th!

Here a just a few of the sessions you won't want to miss:

"Transforming Your Reimbursement Organization from Volume to Value"

This case study follows the journey of CareMount Medical and how they identified and on-boarded new skills and roles to enable the move to value, including care management, data analytics, education and training, quality management and contracting.

"Putting the Patient Back Into Patient Care"

Learn the tools to start building the revenue cycle we all desire, a revenue cycle that enhances patient satisfaction and experience, reduce registration denials, reduce authorization denials, and financially secure the account prior to day of services.

"Seeing Through Pricing Transparency"

Review and discuss pricing transparency requirements and the strategies utilized nationally, and the pros and cons to the various approaches.

"Responding to Consumerism: Proactive Engagement Increases Satisfaction, Revenue and Loyalty"

Learn how Novant Health recognizes that consumers have a voice and choice in their healthcare services and how their customer service teams are proactive and thorough in their pre-service outreach, onsite patient financial engagement and post service follow-up.

And many more exciting and interesting sessions! Don't miss the AAHAM ANI, register today! ▲



AAHAM Legislative Update...

Submitted By: Laurie Bruck, CRCS-I, CRIP

AAHAM Member Texting

At Legislative Day, we debuted text messaging to our attendees to keep them informed on events happening at the meeting. After much success and positive feedback, we will be expanding the use of this technology throughout the year.

AAHAM text messages may cover such things as membership renewal notices, deadlines, reminders, etc. We assure you that we won't flood you with text messages and we will also provide you with a way to opt out if you change your mind about receiving them.

Our hope is that all of our members will opt in for our text messaging by clicking on the link below, and then following the instructions to complete this process.

<https://www.aaham.org/MemberTextOptIn.aspx>

Please contact our national AAHAM office at 703.281.4043 x 4 if you have any questions. ▲

HFMA Summer Meeting Series

Submitted By: Laurie Gaffney

I attended the meeting in Des Moines in July. It was the 2nd session of the summer series. It was attended by a variety of business office staff/directors, CFOs and vendors. There were probably around 25 in attendance. The meeting started out with information from Baird Holm speakers on cost reports, tax requirements on employee parking, rural health clinics, less charitable donation and tracking ER physician time. Our next speaker was from Craneware-Lisa Leonard Tonkinson. Her presentation "The Turning Tide in Revenue Cycle Management" discussed the traditional revenue cycle and how it will change based on value-based economics, outcome-based care models, technology challenges etc. These new terms and ideas will really be a change to what we know for a revenue cycle now. We will have to really think 'outside the box' to survive in our ever-changing healthcare world.

Round tables broke up into finance and revenue cycle members. During the revenue cycle discussions, we tackled topics such as supply pricing, self-pay collections, price estimates and upfront collections, the shared Christian ministry plans, and more. It was definitely worth the time to attend and discuss these topics. It is always good to meet new peers to bounce questions off of.

Watch for round tables coming after the New Year. Dave Muhs is working on setting those up in different facilities across the state.

This is a great way to meet up with HFMA members, share meeting/speaker expenses, etc. Hope to see many more of these meetings in the future.

AAHAM Membership Update...

Submitted By: Mike Dobbs, National AAHAM Student Membership Chair

National AAHAM membership has initiated a post card mailing campaign aimed at increase AAHAM's membership base. The initial postcard mailing was sent to all non-certified members to highlight the advantages of certification. The second mailing was sent to all Colleges and University to try and bolster our student membership numbers. The additional mailings will target all hospital and clinics to send an overall message about AAHAM's benefits and the fourth mailing will be sent to technically certified members that are not presently national members.

I have included the latest postcard mailing that was sent. Our chapter can ask for copies of these postcards for local use.



This fall, AAHAM will open its first campus student chapter/club. Southwest Minnesota State University is planning on opening an AAHAM chapter or club this fall. We do have some interest at other colleges and hope to begin discussions on additional AAHAM student chapters. ▲



2019 CORPORATE SPONSORS

The Iowa Hawkeye Chapter wishes to extend their gratitude to our Corporate Sponsors.

The activities and success of our chapter could not be possible without the support of our Corporate Sponsors.

Their continued support and engagement within the chapter certainly adds to the strength of our chapter by allowing us to provide quality educational opportunities and outstanding networking events for the benefit of our membership.

If you are an existing Corporate Sponsor, we appreciate your past and continued support of our chapter.

Platinum:

[Avadyne Health](#)

[The Hauge Group](#)

[RevCycle, Inc./Alliance Collections](#)

[Creditor Advocates/Bloom Payment](#)

[Credit Bureau Services of Iowa](#)

Gold:

[HELP Financial](#)

[R3Dynamics](#)

[Waystar](#)

Silver:

[General Service Bureau](#)

[Credit Management Services, Inc.](#)

[Experian Health](#)

[ICSsystems](#)

Bronze:

[Automated Accounts Management Services](#)

[Change Healthcare](#)

[Eagle Recovery Associates](#)

[Tri-State Adjustment](#)

If you are interested in becoming a Corporate Sponsor, please contact Ashley Allers at aallers@vandiestmc.org or visit our website <https://hawkeyeaaham.org/sponsorship-information/>

Fall Meeting Community Involvement



Hello Professional Members of AAHAM -

We will be supporting Dress for Success at our fall meeting in September. If you are doing any cleaning out of closets this summer and early fall, keep in mind that you can donate these items below to our fundraiser. We all are wearing business casual/professional clothing to our jobs so thought this was the perfect organization to support. Please see the attached flyer for more details about Des Moines' Dress for Success program. They are really helping to empower and employ women in the Des Moines area. I think you will enjoy hearing about the work they do.

In order to keep it easy for all of us, we ask that you limit your donation to 3-4 items from the list below as well as a \$10.00 gas card. If you aren't interested in donating clothing, you can do cash, check or just a gas card.

Anything Black is needed

- Handbags
- Blouses/tanks for under suits (these can be colored)
- Slacks or dress pants
- Shoes
- Other items to donate, new or gently used umbrellas and portfolios. Portfolios can be from your clinic or hospital.

***NOTE:** The items should be worn by you in the last 5 years, trendy, in nice condition etc. No khaki or jean type material for pants. They are in especially need of larger sizes such as 1X and larger, shoes in sizes 8 and up as well as pants in 18+.*

Visit their website at www.desmoines.dressforsuccess.org for more information. ▲

Mark Your Calendar

HFMA/AAHAM Fall Payer Panel - Tuesday, November 12th

Iowa Methodist Medical Center - Education and Research Center Kelly Conference Room
1415 Woodland Avenue
Des Moines, IA 50309

Certification Passed Exams – CRCS-I & CRCS-P

Submitted By: Lori Weber, CRCP

Congratulations to the following people on their recent certification testing! These folks were successful in obtaining their CRCS-I and CRCS-P Certification. The exams were taken this past July. Congratulations on a job well done!!

Passed CRCS-I Exam in July		Passed CRCS-P Exam in July	
Jennifer Becker	UnityPoint Health	Melissa Crane	UnityPoint Health
Margenele Carroll	UnityPoint Health	Stephanie Fant	Avadyne Health
Stacy Craft	UnityPoint Health	Verna Gordon	Avadyne Health
Lynn Ehrhart-Curlott	UnityPoint Health	Phil Healy	Avadyne Health
Katie Fuller	UnityPoiny Health	Angel King	Avadyne Health
Abigail Hansen	Van Diest Medical Center	Cherlyn Lewis	Avadyne Health
Annie Kitzman	Avadyne Health	Therese Lohr	UnityPoint Health
Billie Norby	Avadyne Health	Christin Martin	Avadyne Health
Melanie Sayre	UnityPoint Health	Chera McDonnell	UnityPoint Sys Services
Alyssa Taylor	UnityPoint Health	Angela Reuter	Avadyne Health
Tiffany Walker	Avadyne Health	Marcia Smith	Avadyne Health
		Christine Zunkle	Avadyne Health

2019 Certification Schedule

November 4-15, 2019 November 2019 Exam Period

December 19, 2019 Registration Deadline for March 2020 Exam Period

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 Laurie Bruck, Membership Chair by calling 712-655-8152, or by emailing her at laurie.bruck@mrhcia.com. ▲



Provider Update...

Submitted By: Laurie Gaffney

Prepayment Clinical Validation Review Process

Summary of change: Effective with the dates of service on or after November 15, 2019, Amerigroup Iowa, Inc. will update our audit process for claims with modifiers used to bypass claim edits. Modifiers reviews will be conducted through a prepayment clinical validation review process. Claims with modifiers such as -25, -59, -57, LT/RT and other anatomical modifiers will be part of this review process.

In accordance with published reimbursement policies that document proper usage and submission of modifiers, the clinical validation process will evaluate the proper use of these modifiers in conjunction with the edits they are bypassing (such as NCCI). Clinical analysts who are registered nurses and certified coders will review claims pended for validation, along with any related services, to determine whether it is appropriate for the modifier to bypass the edit.

If you believe a claim denial should be reviewed, please follow the applicable provider appeal process (outlined with the denial notification) and include medical records that support the usage of the modifier applied when submitting your appeal.

What if I need assistance?

For more information, contact your local Provider Relations representative or call Provider Services at 1-800-454-3730.

<https://providers.amerigroup.com>

IA-NL-0174-19



August 2019

+++++

Eagle is a full service agency, concentrating on bad debt, primary placements. *Although most agencies have a plethora of services, we do one thing and we do one thing really well; collections*

Reasons why we believe you should choose Eagle:

- ✦ Eagle's healthcare client base equates to approximately 98% of our overall business mix. This high percentage clearly illustrates our long-term focus and dedication to Healthcare.
- ✦ Eagle has a **proven** track record working all types of healthcare accounts...just ask any of our current partners about the job we do for them.
- ✦ Our senior management team consists of individuals averaging more than 25 years experience in the industry. Wouldn't you prefer to place your trust in a company with proven experience?
- ✦ Our Client Services Department has earned a "best in class" reputation over the years.

Eagle Recovery Associates

Nancy Vollmer
V P of Sales

Eagle Recovery Assoc.
2601 W Forrest Hill
Peoria, IL 61604

Phone: 800-906-3210
Fax: 309-272-1400
nvollmer@eaglerecovery.net

EAGLE
RECOVERY ASSOCIATES, INC.

The **HAUGE GROUP**
Solutions, Service, Synergy.

HAUGE ASSOCIATES, INC.
MED-PLAN SERVICES, LTD
THE BRIDGE SYSTEM

CERTIFIED
PROFESSIONAL PRACTICES
MANAGEMENT SYSTEM™

www.thehaugegroup.com
800-284-3131

Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at www.hawkeyeaaham.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 Jack Stanton at CharlieC@thehauggroup.com with ideas.



R3Dynamics