

Hawkeye Highlights

Iowa AAHAM Chapter

Photo By: Steph Hultman

Spring 2012

Message from the President.....

Our Hawkeye Chapter was well represented in Washington D.C. as five of our members attended Legislative Days in April. The topic this year was a little more controversial, regarding the TCPA, which made it interesting to talk to our legislators. Please find an extremely informative article in this issue written by Cristie Knudsen.

The programming committee has put together an excellent conference for you on May 24th and 25th. Mike Dobbs, Cristie Knudsen and I have obtained more payers this spring, such as Humana and United Health Care. Mike has outlined the conference schedule within this issue of the Hawkeye Highlights. Please plan to attend!

Remember the Hawkeye Board has created a brand new scholarship Program in 2012. This will give our members the chance to earn a trip to the ANI education each year rather than through a chance drawing. Two scholarships will be awarded; each will include a paid conference registration and \$300 towards travel expenses. Please find an application on the website and apply! The first two scholarships will be awarded in July 2012. The ANI will take place October 17th-19th in Bonita Springs, Florida. The theme this year is "Changes in Latitudes, Changes in Attitudes...Taking Your Revenue Cycle to New Altitudes." Two keynotes have been selected. Christine Thielst will speak on "Social Media in Healthcare" and Jan McInnis will present on "Finding Watch for a full program brochure in July!



Tara Spidle
Hawkeye Chapter President

The National AAHAM Chapter had 2530 members as of March 31 and finished 2011 with 3000 members. The Hawkeye Chapter had 103 members as of March 31. We are currently down just 8 members from last year, but we anticipate more members will come on in the months ahead. Do not forget, you can receive points towards our ANI scholarship by recruiting new members, so please give your neighbors a call.

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Greater Regional Medical Center
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Creston, IA 50801
Phone: (641) 782-3699
Email: sharim@greaterregional.org

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Tyson Seehase, Membership Chair

Automated Accounts Management Services
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Hawkeye Chapter

Officers - Board Members - Committee Chairs

Tara Spidle	<i>President</i>
Mike Dobbs	<i>Vice President</i>
Connie Dudding	<i>Secretary / Registration</i>
Lisa Quillen	<i>Treasurer / Nominating Chair</i>
Luke Gruber	<i>Chairperson of the Board</i>
Rebecca Gough	<i>Board Member / Certification Chair</i>
Vera Cummings	<i>Board Member / Website Chair</i>
	<i>Audit Chair</i>
Shari Mitchell	<i>Board Member</i>
	<i>Corporate Sponsorship Chair</i>
Cristie Knudsen	<i>Board Member</i>
	<i>Programming Committee Chair / Legislative Chair</i>
Sara McClure	<i>Hospitality Chair</i>
Tyson Seehase	<i>Membership Chair</i>

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 2012.



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Any of you who know your president very well know I have a tendency of making life interesting. This year my family accompanied me to Washington DC. It was the first time my boys had flown at ages 11 and 13. I booked great rates flying out of Kansas City, which is about two hours from my home. After an evening spent at the extremely accommodating Microtel Inn near the airport, we hurried around to get to the airport at 6:00am, only to find our flight did not depart until 7:15pm. After a small up-charge (per ticket) to jump on an earlier flight, my cheap tickets were no longer cheap. My kids got a big kick out of it, and by sharing my story with you, you will never make this mistake, correct? We had a great time and made many great memories!

We need your support to keep our chapter strong. Please refer to the article in this issue written by Laurie Gaffney explaining the importance of volunteers in AAHAM. As always, please feel free to contact me if you have any questions about our chapter or upcoming events. ■

Respectfully,

Tara Spidle

Iowa Hawkeye Chapter Officer and Board Member Election We Need YOU. . .

Submitted By: Tyson Seehase
Nominating Committee/Membership Chair

Good Afternoon Hawkeye Chapter AAHAM members. I have the honor of being this year's nominating chair for the chapter. The Hawkeye Chapter is holding an election for all four Officer Positions (President, Vice President, Secretary and Treasurer) and three board member positions. In 2011, we elected Rebecca Gough and Sara McClure for the two other board positions. Their respective terms will mature at year end 2013. All elected positions are for a term of two years and an individual can serve a maximum of two terms for a total of four years. The term commences on January 1st of 2013 for the 7 open positions we are seeking to fill. If you are interested in helping out the Hawkeye Chapter by being nominated for one of these positions, please inform Lisa Quillen, Sara McClure or myself and we can make sure to get you on the ballot. We will need to know your intention by the end of May, and have your Bio's shortly thereafter so we can nominations complete by June 15th. This is a great way to help the chapter and for you to be involved and improve the chapter with fresh ideas. I really hope everyone takes this opportunity to help out the Hawkeye Chapter by volunteering some time to fill one of these open positions. Again, please contact Sara, Rebecca, or myself for any questions. ■

HAWKEYE CHAPTER OF AAHAM

BALANCE SHEET

TREASURER'S REPORT FOR PERIOD ENDING: 12/31/2011

ASSETS:

Cash in Bank	\$21,195.41
Certificate of Deposit	\$7,500.00
TOTAL ASSETS	\$28,695.41

LIABILITIES:

Payables	\$0.00
----------	--------

EQUITY:

TOTAL LIABILITIES AND EQUITY	\$0.00
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OPERATING STATEMENT

REVENUES:

Corporate Sponsors	\$4,020.00
Interest Income	---
Registrations/Vendor Fair 2011 Spring	\$8,915.00
Registrations/Vendor Fair 2011 Fall	\$5,100.00
Certifications	\$1,340.00
Miscellaneous	\$690.76
Workshop with HFMA	\$850.00
Vendor Booth Fees	\$715.00
TOTAL REVENUE	\$21,630.76

EXPENSES:

Travel	\$4,821.56
Web Design	\$910.00
Insurance Fees	\$996.00
Spring Conference Speaker Fees	\$718.20
Spring Conference Facility/Hospitality Fees	\$4,228.03
Fall Conference Facility Deposit	\$258.00
Fall Conference Fees	\$4,698.62
ANI Expenses	\$932.78
Miscellaneous	\$1,144.87
Membership Dues	\$175.00
TOTAL EXPENSES	\$18,625.06

NET INCOME (LOSS) **\$3,005.70**

\$2,996.76

BEGINNING CASH BALANCE \$18,189.71


ENDING CASH BALANCE **\$21,195.41**



Respectfully,

Lisa Quillen
Chapter Treasurer




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REMINDER

ANNUAL NATIONAL INSTITUTE (ANI) SCHOLARSHIPS AVAILABLE

OCTOBER 17-19, 2012

THE HYATT REGENCY COCONUT POINT, BONITA SPRINGS, FLORIDA

Put the date and location in your Outlook Calendar now! The Hawkeye Chapter of AAHAM is sponsoring two scholarships to the Annual National Institute (ANI), to be held at Bonita Springs, Florida, in October. The scholarships will cover registration, plus \$300 towards travel/hotel expenses. As you may remember from last edition, the scholarships will be awarded based on points earned between January 1st and June 30th. Members can earn points in a variety of ways:

1 point earned: Every article referred to and published in the Hawkeye Highlights;
 Every new member referred (as documented by National);

2 points earned: Every article authored and published in the Hawkeye Highlights
 (not including required committee reports);
 Membership on a committee of the board, as verified by the committee chair;

3 points earned: Every meeting attended (e.g. Spring Meeting, Fall Meeting, educational meetings sponsored or cosponsored by the Hawkeye chapter).

Points will be tabulated for members that apply and in the event of a tie; a random drawing will be held. Winners will be selected around July 1st and will be notified by July 15th. The Board is excited to be able to offer this opportunity to members. While the location alone (Bonita Springs is located in southern Florida, on the Gulf of Mexico) is enticing, the ANI always offers informative, timely educational sessions. And the networking opportunities are limitless. So, start reading those industry magazines and refer those articles. Or, get out your pen and author an article on the topic nearest and dearest to your heart. Or, better yet, attend the spring meeting and you are already on your way to Florida! ■

Hawkeye AAHAM Chapter Scholarship Program

Eligibility

- ❖ Local Hawkeye Chapter member for at least 1 year;
- ❖ If not a National member, recipient will be responsible for national dues;
- ❖ The President and Chairperson of the Board are ineligible;
- ❖ Points are accumulated for the 12 month period beginning July 1 and ending the following June 30 (first year of scholarship based on 6 months January 1 through June 30)

1 point	2 points	3 points
<ul style="list-style-type: none"> ❖ Every article referred & published in Hawkeye Highlights ❖ Every new member referred 	<ul style="list-style-type: none"> ❖ Every article authored & published in Hawkeye Highlights ❖ Membership on a committee of the board 	<ul style="list-style-type: none"> ❖ Every AAHAM sponsored meeting attended

Name: _____ AAHAM ID # _____

Address: _____

E-Mail: _____ Telephone: _____

Signature: _____ Date: _____

Date	Activity	Points	Verification*

* To be completed by Board

Submit completed application to:

Cristie Knudsen

Audubon County Memorial Hospital
 515 Pacific
 Audubon, IA 50025
 712-563-5303
knudsenc@acmhosp.org



Corporate Sponsors

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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Mark Your Calendars

Fall 2012 AAHAM Meeting

September 13-14, 2012

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Hawkeye AAHAM Board Meeting

November 9th, 2011

12:45 p.m.

I. Roll Call

Attendance: Tara, Mike, Luke, Tyson, Rebecca, Sarah, Lisa, Laurie, Cristie

Absent: Kristina, Steph, Shari, Connie, Kiel

Meeting came to order, no changes to the agenda.

II. President's Report

- ANI. Tara, Luke, Laurie, Sarah and Mike all attended ANI.
- Audit. The financials need to be audited at end of today's meeting.
- National Journalism Award. Need to do three newsletters per year. The chapter newsletters from the Minnesota, Illinois, and Texas chapters are all excellent.
- Chapter Operations Report. The report is due March 31. Tara will complete and forward to members.
- Hotel Contracts. Tara had the hotel contracts for signature, to reserve the hotel space for future meetings.
- Chapter Excellence. The chapter placed third in our class this year. It was the general consensus that if the application was divided amongst the board members to complete, it would be less burdensome. The ANI attendees felt that Community Involvement is our current weak point. A brief discussion on the type of activities that would qualify as community



involvement was held. Tara will ask Lynn and/or Mary Jo if they would be interested in spearheading this particular project. The application also requires data be gathered on correspondence with government officials in representing the hospital industry. It was decided that an article on Chapter Excellence will be written for the next Hawkeye Highlights.

III. Secretary's Report

- Due to Connie's absence, the minutes from the last meeting should be reviewed electronically.

IV. Treasurer's Report

- Cash Balance - \$21,186.47. Rebecca made a motion to accept the report, seconded by Laurie. Passed.
- The group discussed charging a state membership fee in addition to the national membership fee. Luke reminded the group that, currently, the Hawkeye Chapter does offer state-only memberships for people; the only requirement is that there must be at least one national

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member employed at the same hospital/business. However, this option has not been actively pursued as the chapter did not have a method to bill the fee. Cristie offered to set up a process for billing these fees, using software available through her at work. Also, the group was reminded that a people with CCAT/CPAT designations must have a national membership in order to earn CEUs. The state membership fee will be an annual, calendar-year fee, and will not be prorated for people joining mid-year. Cristie will write an article for the Hawkeye Highlights.

V. Vice President’s Report

- Spring Meeting Report

In Kristina’s absence, Tara reported. There is interest in having either Jean Scott or Paul Miller speak. The board did not wish to have both speakers at the same meeting, as their topics are very closely related. The spring meeting will be May 24 and 25. Tara is going to check into a presenter she saw that discussed how to use existing Microsoft Office technology better for time management. Also, attempts will be made to get a representative from United Healthcare and/or Humana present.

Other topic suggestions: representative from the Division of Workers’ Compensation, Iowa Workforce Development; Chargemaster; Rural Health Clinic Billing; Telemedicine Billing; Shawn Steffen; Sarah McClure; Revenue Cycle Team Creation; “Speed Vending” (think speed dating, with vendors having 5 minutes to pitch their product to tables of attendees). It was also suggested that people attending other meetings should be alert for new speakers. In order identify prospective new vendors, it was discussed that members should receive a survey asking for vendors used at their facilities.

- Fall Meeting will be September 13 & 14.

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VI. Membership

- As of September 30, the chapter had 114 members recorded with National AAHAM. Surveys were sent to members who did not attend the September meeting. Of 70 surveys sent, 14 were returned; the returned surveys indicated that work conflicts were by far the greatest reason for nonattendance. The suggestion was made that certified members should be reminded that attending the meetings will earn CEUs.

VII. Certification

- CCAT and CPAT numbers are down. Since certification fees will be reduced in 2012, people are delaying registration for the tests until the reduction is implemented.

VIII. Corporate Sponsorship

- Not discussed due to Shari's absence.

IX. Hawkeye Highlights

- Laurie reviewed the content and deadlines for the next edition.

X. Website

- Vera will check with Mark.

XI. New Business

- Legislative Movement in Iowa
In order to be effective, the chapter needs to start local. In order to help our members who wish to better support their industry, the board felt that that it may be beneficial to have a

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speaker on how to lobby. Also discussed were letter-writing campaigns. Also, these activities can be used in meeting the requirements for Chapter Excellency.

- Sarah thanked the board for sending her to ANI.
- Laurie summarized the articles needed for the December Hawkeye Highlights:
Lisa - Chapter Excellence
Cristie - State Membership & Scholarship Program
ANI attendees - article on one of the sessions they attended
Biographies - from committee members and chairs

XII. Old Business

- Kiel was on the phone to discuss the scholarship program from the Minnesota chapter and how it could be adapted to the Hawkeye Chapter. Members would earn point for the following:

1 point

- every article referred for publication in Hawkeye Highlights
- every new member referred (as documented by National).

Continued on page 11...

2 points

- Every article authored and published in Hawkeye Highlights (beyond required committee reports)
- Committee membership, as verified by the committee chair.

3 points

- Every meeting attended Spring/Fall/Educational

Members must apply to be considered for the scholarship and points will only be tabulated for those members who apply. The scholarship will be awarded every year on or around July

1, with the winner notified by July 15th. There will be 2 scholarships.

Each consisting of registration to ANI and \$300 to be used toward air fare and/or travel expenses. The first scholarship give-away will be July 2012, based on points earned from January 1, 2012 through June 30, 2012. Subsequent scholarships will be based on twelve month periods, from July 1 through June 30. In the event of a tie, the winner(s) will be selected by random drawing. Lisa made a motion to accept program as outlined above, Laurie seconded. Motion passed.

XIII. Meeting adjourned-Rebecca motioned, Lisa seconded. ■



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Ashley Gritters
Van Diest Medical Center

Bobbie Jo Harrings
Marshalltown Medical & Surgical Center

Darla Huisman
Grundy County Memorial Hospital

Steve LaMere
Professional Service Bureau

Michele Lefeber
Myrtue Memorial Center

Janet Miller
Marshalltown Medical & Surgical Center

Ryan Schafer
Marina Medical Billing Service

Deb Wilcke
WellMark BCBS

How Can You Be A Volunteer For AAHAM?



Laurie Gaffney

As we all know, behind any good organization are the people who work hard behind the scenes. In an organization like AAHAM these 'people' are all volunteers. They take time out of their busy days and personal lives to create great educational meetings, provide input to our legislators, seek out sponsors and vendors, and even some fun activities for the group.

We as members of the Hawkeye chapter are a diverse group of professionals. Each of us has something to share or ways to assist our peers throughout the state. That diversity and knowledge can be shared through volunteering.

As a past board member, I can say that the experience gained and the time involved was well spent. I have made many great friends, peer contacts and have had the chance to give input in the education and training provided at our meetings.

So what can you do for the chapter? There are many tasks that our officers and board could use assistance with. Such things as contacting sponsors, auditing the treasurer's books, proofing documents, helping at the registration table, contacting potential meeting speakers, website design, assisting with activities for the hospitality room and much, much more. You don't have to be a board member or officer to volunteer.

Everyone says how busy they are....we are all busy with our day jobs back in the office. But if we don't give some time to our chapter, we can't grow and provide excellent support to our members. Even if you can only volunteer once a year, you can still make a difference.

If you would like to know more you can contact myself or any board member/officer. Their contact information is listed on our website at www.hawkeyeaaham.org.

I challenge you to find your niche and help out the Hawkeye chapter this next year. ■



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Contact [Dan Royer](#) at IHA with questions.

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 Tyson Seehase, Membership Chair by calling 515-225-7967 ext. 4, or by emailing him at tseehase@aamsonline.com. ■

PLAN TO ATTEND AAHAM SPRING CONFERENCE

May 24 – 25

Submitted By: Mike Dobbs, CPAM, FHFMA

This year's Spring Conference has an outstanding line up of speakers and topics of interest for all those in patient accounting.

On Thursday, May 24th, Jeanne Scott Matthews a Healthcare lobbyist from DC, will lead off the conference with an overview of healthcare issues including the underinsured, bankruptcies, and the Medicare program.

We will also hear from Jennifer Stinson with the Iowa Attorney General Crime Victim Assistance Division. Jennifer will provide information on how healthcare provider can receive reimbursement on Crime Victim accounts.

Bill Landreneau with the SSI group will provide an overview of insurance claims "scrubbing" and consideration that should be given to generate and submit a clean claim.

Jim Christensen with the Workers Compensation Commissioner's office is providing information on Iowa law as it relates to Workers Compensation.

The final speaker on Thursday will be Luke Speltz with Wellmark. He is giving a presentation on Wellmark's Web Tools and on Treo Solutions.

Friday's line-up will include the usual payor panel that includes speakers from United Health Care, Health Alliance, Humana, IME, and WPS.

As you can see this will be a very informative and worthwhile conference. Please make every effort to join us!

Health Care Issues Up the Wahzoo

Presenter: Jeanne Scott Matthews

We have a laundry list of issues facing the US health care industry, from 50.7 million uninsured, another 60 million "underinsured" with unmanageable deductibles and co-pays that have made health care bills the number one cause of personal bankruptcies, to 25 million "baby-boomers" about to start flooding the Medicare program; from double-digit increases in health care costs to bioterrorism -- and everything in between. What to do, what to do. Come and see what is happening and what you may be able to do about it.



Jeanne Scott Matthews, Healthcare Lobbyist

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Jeanne Scott Matthews has been one of the nation's leading health care lobbyists having spent almost 40 years "inside-the-beltway" — working both within and without the government, directing the Washington DC office for the Catholic Healthcare Association (CHAUSA) and serving during the first Reagan administration as senior counsel in the Office of the General Counsel, for the Health Care Financing Administration (HCFA), the friendly folks that brought you DRGs and physician prospective payment under Medicare. Leaving office at the end of President Reagan's first term in December 1984, she noted the piles of "paper" she had generated for the nation's health care system, literally boxes and boxes duplicated in 5,500 hospitals, 55,000 pharmacies, and 650,000 physician offices. An Epiphany! She was personally responsible for having deforested vast acres of land for this paper now plastering the health care industry. Reformed, since then she has tried to atone herself by working for change in the way the way information is processed in health care — trying to save at least some of the estimated 18–25% of health care spending that is "administrative overhead" — perhaps as much as **\$650 BILLION** in 2010 alone. She was instrumental in founding the Association for Electronic Health Care Transactions (AFEHCT), served on the Board and Executive Committee of the Workgroup on EDI in Health Care (WEDi), and helped draft the original "Bond Bill" which became the administrative simplification provisions in HIPAA. In 2003, she was presented with a plaque, naming her "**Grandmother of HIPAA**" by AFEHCT, for her work getting the this landmark health care information technology and privacy legislation drafted, passed and implemented. She has headed an industry task force on the issues of health care privacy and security.

"Crime Victim Compensation: Serving Victims, Reimbursing Providers"

Presenter: Jennifer Stimson, MPA, Victim Rights Coordinator

The Sexual Assault Examination (SAE) Program pays for the medical costs associated with a sexual assault examination, prescriptions and HIV/STD testing. Victims need not apply for the SAE Program nor are they required to report the sexual assault to law enforcement. The Compensation Program pays for victim's out-of-pocket expenses incurred as a result of the crime. Victims must apply to the program and meet eligibility criteria to be approved. The Compensation Program will consider payment for medical, mental health, wages, and other various expenses.

Objectives:

1. Individuals will learn the benefits and eligibility requirements for the Compensation and SAE Programs.
2. Individuals will learn how to seek reimbursement for eligible expenses.
3. Individuals will be able to relay information on these programs to the clients they work with on a day-to-day basis.



Jennifer Stimson, MPA, Victim Rights Coordinator
Iowa Attorney General Crime Victim Assistance Division

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Jennifer Stimson is the Victim Rights Coordinator for the Iowa Attorney General's Crime Victim Assistance Division. She coordinates training, outreach, and conferences for the Division. Jennifer also serves as the Program Manager for the Iowa VINE and IPONDA Programs, two statewide automated victim information and notification systems, as well as the Identity Theft Passport Program, providing victims of identity theft with one more way to reclaim their identity. Jennifer is the Vice President of the Domestic Abuse Coordinating Council, the VINE Users Advisory Committee, the VINE Protective Order Advisory Group, and the Identity Theft Passport Advisory Council.

Previously, Jennifer was a Compensation Specialist for the Crime Victim Compensation Program in the Division. She received her Bachelor of Arts Degree in Political Science from Iowa State University and her Master's in Public Administration from Drake University.

Defining the Front-End of Claims Creation

Presenter: Bill Landreneau, SSI Group

We will define "Front-End" as all that occurs before a bill drops. How much technology is available?

1. Understanding why there are registration errors.
 - a. Registrar is entry level in most facilities
 - b. Turnover due to shift work,
 - c. Supervision is often only 8-5
2. What to do about errors
 - a. Training
 - b. Reporting points out need for training, who, which department/facility
 - c. Enterprise reporting
 - d. Workflow to move errors to point of resolution
 - e. Option to not interrupt the registration process
3. How to Catch Errors
 - a. Interface with ADT
 - b. Eligibility Verification
 - c. Address Verification
 - d. Compliance and Medical Necessity
4. Measuring your need
 - a. How many statements are returned as undeliverable?
 - b. What is your percentage of denials due to no coverage?
 - c. Does your facility ask for payments, at registration?



Bill Landreneau, Sales Representative
The SSI Group, Inc.

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Bill Landreneau has been in Health Care Sales since 1975, first as the Director of Marketing for Physicians Office Systems in Houston, Texas. This company was the business office for Radiologists, Pathologists, and Anesthesiologists. From there, Bill moved to Lanier Business Products, selling Document Creation Solutions, Document Management, and eventually, Speech Recognition, and Electronic Signature, all to Health Care.

Bill began with SSI in Revenue Cycle Management Solutions in 2006, as a Sales Representative with responsibilities in 13 states. SSI's Solution set addresses events in the patient encounter from Registration to Denial Management and more. SSI is a 23-year old EDI Company and Clearinghouse. More institutional transactions come through SSI's clearinghouse, than any other. SSI's Front End Solutions were recently enhanced by the partnership with EQUIFAX.

Workers' Compensation

Presenter: Jim Christensen, Deputy Workers' Compensation Commissioner

Learn more about Iowa Codes related to Workers' Comp benefits.

Jim Christensen, Deputy Workers' Compensation Commissioner
Iowa Workers' Compensation Division

Jim Christensen graduated from the University of Iowa with a B.S. in journalism in 1981 and in 1990, from the University of Iowa's College of Law. He worked as an Assistant Attorney General for Iowa from 1990 to 1998, primarily defending the state in personal injury and workers' compensation cases. After spending 6 years as in-house counsel for The Principal Financial Group, Jim joined the Iowa Workers' Compensation Division in 2004, where he is a Deputy Workers' Compensation Commissioner.

Wellmark Training Session – Web Tools and Treo Solutions

Presenter: Luke Speltz, Eastern Business Partner

Luke will go into detail with utilizing Wellmark web tools to have a better understanding of Wellmark reimbursement and claim processing. Improve your understanding of EAPGs.

Payor Updates

United Health Care – Paige Pettit
Health Alliance - Carrie Kuennen
Humana – Pauline Sly
IME Updates – Heidi Bevins
WPS Updates – Aileen Sigler ■



Washington D.C. – Cherry Blossom Time!

Certification Passed Exams – CPAT and CCAT

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 February - Congratulations on a job well done!!

Passed CPAT Exam in February		Passed CCAT Exam in February	
Mary Cowan	Boone County Hospital	Susan Mitchell	PMD
Shoshonis Brown	Meskwaki Tribal Health Center	Melissa Parsons	PMD
Jessica Burlingame	PMD	Megan Burlingame	PMD
Goldie Armstrong	PMD	Donna Waggoner	PMD
Lynn Brumbaugh	PMD	Kristin Clare	PMD
Barbara Middleton	PMD		

Upcoming Certification Testing Dates

Spring 2012 Professional CPAM/CCAM Exam Period

April 23-28, 2012

May 2012 Technical Exam Period

May 14-25, 2012

Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at www.hawkeyeaham.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 Vera Cummings at vcummings@bchealth.info with ideas.

AAHAM Legislative Day 2012



Hawkeye Chapter members Cristie Knutsen, Tara Spidle and Shari Mitchell in front of the Capitol at the April 2012 AAHAM Legislative Day in Washington D.C. Photo submitted by: Tara Spidle

On April 11th and 12th, five intrepid members of the Hawkeye Chapter joined over 100 other AAHAM members in Washington, D.C., lobbying for the interests of healthcare providers. This was the 8th year that AAHAM has organized this effort to bring the concerns and opinions of the membership directly to the offices of our Senators and Representatives.

This year the goal was to educate the offices on the implications of the Telephone Consumer Protection Act of 1991 (TCPA) and the need to update the act to reflect the overwhelming presence of cell phones in society today. It was hoped that this effort would also begin to clear up some of the misinformation and misconceptions that exist about the proposed modifications to the act. Currently, any entity that uses an auto dialer to contact customers/patients cannot contact a cell phone without the express consent of the cell phone holder. Violation can result in civil action,

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with the potential for large awards being levied against the offenders. For instance, in one case that is already making its way through the courts, a provider of on-line games provided automatic notifications by phone to subscribers when new games became available on its website. Subscribers were allowed to opt out of this service at any time. However, the company called with one last call to verify that the subscriber intended to drop the service. This was judged to be in violation of the TCPA and the company is facing the potential of paying a large multimillion dollar award.

The risk is increased with the ability of consumers to transfer calls from their landline phones to their cell phones. Since the call ended up being received on the cell phone, a potential violation of the TCPA has occurred. In addition, it has become difficult to distinguish between a landline and cell phone. No longer are you guaranteed that a number with a certain prefix will always be a landline or a cell phone. This problem exists for all forms of business, not just healthcare. And it is not just the billing office of a healthcare provider that needs to be concerned. If a provider uses an auto dialer to call patients to remind them of appointments, it is possible that a violation can occur if a patient is reached on a cell phone. And doesn't it make you wonder how many violations actually occurred during the Iowa Caucuses? The concern over TCPA violations has become so great that entities in the business of calling consumers are finding that their insurance companies are refusing to provide Error and Omission insurance for any violations of the TCPA, even if the firm had no way of knowing the phone number belonged to a cell phone.

Given that up to 30% of households in America today rely solely on a cell phone, it is imperative that the TCPA be modernized. The prohibitions against telemarketers and other marketing calls are important protections included in the TCPA and the proponents of change are not suggesting that those protections be changed. The goal of the modernization is to acknowledge that people have come to rely on cell phones in the same manner as they formerly relied on their landlines. If a person conducts business with any entity and provides a cell phone number as their contact number, a business should be able to use that number to conduct their existing business with the person. So, if a hospital employs an early-out company that uses an autodialer to contact patients in an attempt to avoid sending patients to collection, the company should be allowed to call the patient, regardless of whether they are contacting a landline or a cell phone. In this case, it would be in the patient's interest to settle the debt before their credit rating is affected.

Unsurprisingly, this attempt to modernize the TCPA has been misconstrued as an attempt to allow telemarketing calls to cell phones. This misinformation has received intense media attention in certain parts of the country and the real intent of the modernization has been lost. It was this message that the AAHAM members delivered to the various offices on Capitol Hill. The Iowa contingent met with staff members in the offices of every Senator and Representative from Iowa. While not every office was able to promise full, unconditional support of the modernization effort, our group was received well by all the offices. It quickly became apparent that the past AAHAM lobbying efforts had built a respect among the staff members for the opinions of the AAHAM

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representative. In several of the conversations, the staff members sought the opinion of the AAHAM representatives on everything from Iowa Cares to the 5010 enforcement delays and the potential impact of the ICD-10 implementation.

This year, the Hawkeye Chapter was represented by President Tara Spidle, Vice-President Mike Dobbs, Chairperson Luke Gruber, Legislative Chair Cristie Knudsen, and Shari Mitchell, the lucky winner of the member drawing. While not all of us were as hyper-diligent as Tara (who else arrives at the airport a full 13 hours before a scheduled flight?), we all left Washington feeling that we had helped lay a good foundation for the continuing work that needs to be done. ■



Attending the 2012 AAHAM Legislative Day from the Hawkeye Chapter were Luke Gruber, Mike Dobbs, Shari Mitchell, Cristie Knudsen and Tara Spidle.

Is Contact Information Obtained at Registration Relevant Today?

Written BY: Steve Chrapla, CHFP

Submitted By: Stephanie Hultman, CHFP, CPAT, CCAT

We need to ask ourselves, is the patient contact information we are gathering relevant in today's world? Are we following the same basic approach to getting contact information that we did when we were registering patients in 1980?

Name/address/phone number/nearest relative?

The world has changed greatly since 1980. Personal and business communication has undergone a metamorphosis unlike anything we could have imagined. The phone company is no longer just the phone company. Land lines and the US Post Office are becoming secondary communication vehicles. Whether we like it or not, we are a mobile society connected digitally with wireless accessibility wherever we go. Yet when we register patients, many of us are still gathering the same contact information we did years ago.

Cell phones have become so commonplace and cost-effective many households have done away with the traditional telephone land line. And in this world of high tech polling, solicitation and robo-calling, consumers use caller ID to screen any and all calls they deem unimportant.

It is time to take a fresh look at the importance of relevant contact information in registration. It is not just to complete the boxes with data but provide for a meaningful, consumer-friendly way to reach out and connect with our patients.

That means we need to look beyond some legacy registration system's data fields and compile contact information relevant to each patient being registered. We need to ask patients, how do we connect with them after they have left our facilities?

What is their mode of preference for emergency contact? Is it their home phone or is it a cell phone, or is it both? Do we also look for other avenues to connect with them in non-emergent situations; such as email, text, social media etc. Obviously, we need to maintain compliance with HIPAA and all confidentiality requirements but we should be looking at what is relevant to our patients, not what is dictated by what we have done in the past.

Here are some things we need to examine in our registration processes:

- Do we ask patient for the most relevant means of contacting them?
- Beyond land telephone lines, do we request cell phone #'s?

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- Do we ask if patients would like to receive non-emergent communications via the internet?

Review registration systems data fields for appropriate documentation of key contact info. This may mean a work-around to document information in a note field etc., or possibly in an unused data field.

Establish procedures that will outline which contact method will be used for medical issues vs. administrative issues. Make sure you also establish any time preferences, such as evenings, etc. ■

For more information on how registration processes can enhance the patient experience as well as operational challenges please contact Avadyne Health. www.avadynehealth.com

Steve Chapla is Director of 3rd Party Solutions for Avadyne Health and a member of the First Illinois HFMA Chapter. He can be reached at (847) 395-7655.

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