



Hawkeye Highlights

Iowa AAHAM Chapter

Spring 2014

Volume 6, Issue 2

Photo By: Steph Hultman

Message from the President.....

Dear AAHAM Members:

Happy Spring, this has been a long time coming.

Our spring meeting is set for May 15-16 and we have some great educational sessions set up for our members. Watch your email for more information. I hope to see everyone there.

National Legislative day in Washington DC will be April 23-24. This year's Legislative Day topic focuses again on the Telephone Consumer Protection Act (TCPA). In order to foster responsible and prompt communications between healthcare providers, their agents, and consumers, and to preserve the integrity of the US Credit system, it is imperative that Congress take immediate action to modernize the TCPA for the 21st Century.

Optimal care cannot be provided without access to patients using modern technology such as an automated dialer to call a cell phone line. It is crucial to be able to use cell phones of patients to provide such services as appointment reminder calls, messages to call for test results, and collection.

In addition to the TCPA we are adding a new topic to this year's agenda, the impact of the 501(r) proposed treasury ruling. With the new 501(r) proposed treasury ruling, hospitals are now being held to a higher level of accountability regarding the charity care they provide and the maintenance of their tax exempt status. Many hospital administrators probably remember the 2010 Provena Covenant Medical Center v. Department of Revenue court case in Illinois. Provena ended up losing their tax-exempt status as a result of being able to prove only .27% of their patients were receiving charity care and were found to increase the cost of service by 47% for uninsured patients.

Continued on Page 4 ...

Table of Contents

Spring 2014

President's Message	1
Officers and Board Members	2
Treasurer's Report	3
ANI Scholarship Program Outline	5
ANI Scholarship Application	6
Benefits of Being a CAC	7
Corporate Sponsors – Thank You	8
Save the Date	8
3 rd Panel of Payers.....	9
Website Alert	10
Don't Forget AAHAM	10
Board Meeting Minutes	11
Upcoming Programming	13
Certification Passed Exams.....	14
Certification Testing Schedule.....	14

For Corporate Sponsor Program inquiries, contact:

Melissa Puck, Corporate Sponsorship Chair

Crawford County Memorial Hospital
100 Medical Parkway
Denison, IA 51442
Phone: (712) 265-2524
Email: mpuck@ccmhia.com

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

Stephanie Hultman, Membership Chair

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

For questions and comments regarding Hawkeye Highlights, contact:

Stephanie Hultman, Publisher

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

Luke Gruber	<i>President</i>
Cristie Knudsen	<i>Vice President / Program Chair</i>
Connie Dudding	<i>Secretary / Registration</i>
Carrie Kuennen	<i>Treasurer / Nominating Chair</i>
Tara Spidle	<i>Chairperson of the Board/ Audit Chair</i>
Rebecca Gough	<i>Board Member / Certification Chair</i>
Bobbie Jo Harrings	<i>Board Member / Hospitality</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>
Becky David	<i>Board Member / Website</i>
Laurie Gaffney	<i>Newsletter Editor</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 2013. ▲

Troy L Medina

Regional Sales Manager
Wakefield and Associates, Inc.
SAS70 Certified Agency
970-768-6442

WAKEFIELD
& ASSOCIATES

Troy.Medina@wakeassoc.com

Hawkeye Chapter of AAHAM

BALANCE SHEET

Treasurers Report for Period
Ending: 12/31/2013

ASSETS:

Cash in Bank	\$25,958.34
Certificate of Deposit #30063596	\$6,080.65
Certificate of Deposit #30063430	\$3,229.58
TOTAL ASSETS	\$35,268.57

LIABILITIES:

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

EQUITY:

TOTAL LIABILITIES AND EQUITY	\$35,268.57
-------------------------------------	--------------------

OPERATING STATEMENT

REVENUES:

Corporate Sponsor Fees	\$6,820.00
Technical Exams	\$1,310.00
Registrations/Vendor Fair 2013 Spring	\$11,860.00
Registrations/Vendor Fair 2013 Fall	\$4,425.00
Bank of America Credit Card	\$0.01
Other Revenue	\$46.00
TOTAL REVENUE	\$24,415.01

EXPENSES:

Travel	\$13,660.37
Website	\$1,587.77
Insurance Fees	\$870.00
Spring Conference 2013 Speaker Fees	\$218.31
Spring Conference 2013 Facility/Hospitality Fees	\$3,655.88
Miscellaneous	\$50.00
AAHAM National Legislative Day	\$2,233.31
Fall Conference 2013 Speaker Fees	\$114.42
Fall Conference 2013 Facility/Hospitality Fees	
Fall Conference 2012	\$1,303.13
ANI Expenses	\$1,053.61
TOTAL EXPENSES	\$24,746.80

NET INCOME (LOSS)	(\$331.79)
--------------------------	-------------------

BEGINNING CASH BALANCE	\$26,290.13
-------------------------------	--------------------

ENDING CASH BALANCE	\$25,958.34
----------------------------	--------------------

Respectfully,

Carrie Kuennen
Chapter Treasurer

Continued from Page 1

Since this landmark case, the tax-exempt status of hospitals has come under increasing state-level scrutiny. IRS Section 501(r) is part of the Federal Government's attempt to hold hospitals accountable for providing financial assistance (charity care) to uninsured patients in their community in an auditable way.

See you in May! ▲

Respectfully,

Luke Gruber



Luke Gruber
President, Iowa AAHAM

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 95% 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.
424 SW Washington St.
Peoria, IL 61602

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



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

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



www.thehaugroup.com
800-284-3131



When your staff works on the Avadyne platform, our services team is ready to back them up "on-demand." It's like having trained FTE's without the overhead.

Because sometimes everyone needs a net.



Pam Brindley, CHFP, CPAT, CCAT, CCAE
Account Executive
515-669-9396 Mobile
866-812-2149 Toll Free
PBrindely@avadynehealth.com
www.avadynehealth.com

Ground-breaking Technology... Unparalleled Services... Unified. That's a net you can count on.

2014 AAHAM Annual National Institute (ANI) Scholarships AVAILABLE

The 2014 Annual National Institute will be held at the Manchester Grand Hyatt in San Diego, California from October 15-17, 2014.

Put the date and location in your Outlook Calendar now! The Hawkeye Chapter of AAHAM is sponsoring 2 scholarships to the Annual National Institute (ANI), to be held at the Manchester Grand Hyatt in San Diego, California. The scholarships will cover registration, plus \$300 towards travel/hotel expenses. 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.

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. Better yet, attend the Spring Conference in May or one of the joint educational conferences coming up and you may find yourself already on your way to San Diego!! ▲

See the Scholarship Program rules on the next page.



GENERAL SERVICE BUREAU INC.

Contact Brad Uhlenhopp
for a thorough, no-obligation
evaluation of your needs and
requirements.

Phone: 515-223-0343.
buhlenhopp@gsbcollect.com

It Pays to be Different! gsbcollect.com



Credit Bureau Services of Iowa, Inc.

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 & Chair of the Board are ineligible;
- ✿ Points are accumulated for the 12 month period beginning July 1, 2013 and ending the following June 30, 2014.

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 the AAHAM Board*

Please submit completed application by August 1st to:

✿ Stephanie Hultman - sjhultman@mediacombb.net

Why become a Certified Application Counselor (CAC) Organization for the Health Insurance Marketplace?

Submitted By: Connie Dudding

When the emails started rolling in and the word on the street was all about “Obama care”, my first thought was, ok this will get interesting but will our consumers reach out for help? I made the decision to see if they would reach out by signing us up to be a CAC organization.

On November 23, 2013, I received confirmation of our designation as a Certified Application Counselor Organization, and did not know what that truly would mean, but now on April 9th, there is no question, that taking the first step in obtaining the designation for our facility to be a CAC organization was the right choice. I started the on line training to become a certified application counselor and achieved it on December 7th. I received a phone call in the office on that Saturday and the person talked about the website and the problem that he was having. I was taken back that this truly was happening—phones call, already???? I told the patient that I could assist him if he had time to come in; we would take a look at the website together and see what the issue might be. I was off and running, having 2 hours to get my consent form printed out and get my training book in order!

This patient was the first, of many that I assisted through the past 4 months of counseling. Some of the highlights I experienced are listed below:

- Helping a couple that was self-employed and paying a \$1500.00/month premium currently for health coverage and cutting this down to a \$700/month premium, the wife was in tears. With a combined family they had 6 kids that they were insuring and as they said, we are all healthy, but knew they needed coverage.
- Assisting one consumer as her hours were being cut by her employer so they didn't have to offer coverage, she then referred a coworker to me for assistance as well.
- A young man with leukemia making sure that the drug coverage would be adequate for him and working with his physician clinic to see if there was any way to get him on a free drug program as well. The mother was so grateful; she called me recently to let me know what the outcome was.
- My CEO emailed me to give me the heads up that a physician would be calling me as he had asked if we had anyone that could help with signing a consumer up. The physician has now referred “several” patients to us.
- A middle aged man that needed coverage so “he could go to the doctor to find out what is going on with him.”
- Self-employed young adult that currently had catastrophic coverage and was thrilled that his premium was not going to be as high as he was thinking it would be. Comparing it to what he was paying for the catastrophic coverage he was very happy. He said, “Well I just gave myself a raise!”

The last two weeks and weekends before March 31st, my interim supervisor and I were doing back to back counseling sessions, taking phone calls and trying to attend our “regular” meetings as well. The consumers that I met, the hugs and handshakes that had taken place over the past 4 months were all worth the hectic schedule that I was doing. What a gratifying experience being a CAC is and once again after 35 years of being in healthcare, I am amazed that every day there is a new experience that can and should be uncovered. And now, I can do a counseling session in under an hour, the very first consumer that I assisted—I was with the patient for 2 ½ hrs. ▲



Corporate Sponsors – Thank You

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.

Platinum

Avadyne Health
Craneware
The Hauge Group
Wakefield and Associates

Gold

Array Services Group
CBE Companies
Credit Bureau Services of Iowa, Inc.
Eagle Recovery Associates
Merchant Credit Adjustors

Silver

AAMS
On-Line Imaging
PatientCo

Bronze

CPSI - TrueBridge
General Service Bureau, Inc.
Professional Services Bureau / MARS, LLC
Receivables Management Partners, LLC
Relay Health
The SSI Group, Inc.

Save the Date . . .

**2014 AAHAM Fall Meeting
September 18-19, 2014**

**Hilton Garden Inn
Des Moines / Johnston, IA**

AAHAM/HFMA - 3rd Panel of Payers - Success

Submitted By: Stephanie Hultman, CHFP, CRCS-I, P

HFMA, together with AAHAM, sponsored their 3rd Panel of Payers on March 27 at Iowa Methodist Medical Center in Des Moines. There were over 90 attendees present for this popular event. The meeting began with Bryan Dempsey with Iowa Medicaid. Bryan shared key information related to the Iowa Wellness Plan now in place as of January 1, 2014, as well as Presumptive Eligibility updates.

The presentation continued with payer representatives from UnitedHealthcare, Meridian, Wellmark, and WPS Medicare. All payers provided updates on the current state of ICD-10 readiness, along with other billing and audit highlights. At the conclusion of the payer presentations, breakout sessions were held so that providers could meet individually with each payer and ask any additional or more provider specific questions.

This event was a great opportunity for billing professionals and revenue cycle leaders to receive updates from our major payers, as well as continue to build ongoing relations with fellow revenue cycle staff across the area.

Stay tuned for news regarding the next payer panel that will most likely be held in the fall of 2014. ▲

Joe O'Malley
13506 A St
Omaha, NE 68144
p. 402-758-1263
f. 402-334-7038
e. joco@on-lincimaging.net
w. www.on-lincimaging.net



On-Line Imaging



AAMS excels in bad-debt healthcare recovery services and "out-sources and supports"

Our state-of-the-art web-based recovery platform so you can recover your own accounts.

Luke Gruber: (515) 225-0525
Toll Free: (877) 770-5252



PROFESSIONAL SERVICE BUREAU

Licensed & Bonded Professional Collections



**healing
Healthcare
revenue**



CBE Group offers a full range of **first-party** and **third-party** collection solutions that help you **maximize cash flow** and **uphold your reputation** within the communities you serve.

888.386.0273
cbegroup.com

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 Becky David at (319) 352-4931 or BDavid@WaverlyHealthCenter.org with ideas. ▲



Merchants Credit Adjusters, Inc.

Debt Collection | Medical Billing | Early-Out |
Presumptive Charity

Winner of the 2011 BBB Integrity Award
*An ethical approach to patient recoveries
without sacrificing results*

"Patient Advocates Not Adversaries"

Matthew E. Evans

Vice-President, Business Development

Phone: 402-201-2816 | Fax: 402-201-2817 |
<http://www.mcaomaha.com>
matte@mcaomaha.com

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@mediacommbb.net. ▲

AAHAM Board Meeting Minutes

Location: Hilton Garden Inn
Johnston, IA

Date: September 18, 2013

Roll Call:

Present: Carrie, Cristie, Luke, Tara, Lynn, Mike, Connie, Marcia

Absent: Sara, Steph, Marcia, Laurie, Rebecca, Melissa

Presidents Report:

- ✿ Low attendance at the meeting
 - 54 registered for meeting

Vice President Report:

- ✿ Spring 2014 Meeting Agenda
 - Speakers
 - ICD10
 - Bill Finnerfrock-National Rural Healthcare Association, \$3k + expenses
 - Ernie Santos - RAC, see what costs are
 - 2 Midnight Rule
 - Glenn Kraft, G2N, Revenue Cycle Information, expenses
- ✿ Will decide in January at Planning Meeting what program agenda will be
- ✿ Current Fall (September) Meeting
 - Speakers
 - John Curry – Survivor Exercise
 - Chad – No Fault Insurance
 - Doug – Workplace violence in the healthcare
 - Discuss systems - Learning information.
 - Payer Updates: Misti Peters, Ellen Myers, Wellmark, Meridian
 - Laurie brought camera for pictures
- ✿ Fututre Programming Ideas:
 - Show you tube video
 - Time to have a Round Table
 - Vendor Displays
 - Pasta bar this year for lunch

Treasurers Report:

- ✿ Account Balance = \$29, 915,78

Certification:

- ✿ 16 passed CPAT, CCAT
- ✿ Henry County Health Center - all staff are dual certified
- ✿ \$500.00 received from AAHAM National for testing
- ✿ Discussion on Compliance Technical (CT) Exam

Membership:

- ✿ Around 105 Members

Continued on Page 12

Hawkeye Highlights:

- ✿ Beginning to collect data for Fall Hawkeye Highlights Issue
- ✿ Needs dates that we will get out the Hawkeye Highlights
 - Fall Issue, 1st week of October
 - Winter Issue, 1st week of January
- ✿ Financials go out 4 times a year
- ✿ January meeting we need to set the dates for 2014 Meetings

Secretary Report:

- ✿ Minutes approved and seconded (Luke-Marcia)

Legislative Report:

- ✿ Proclamation signing was done but not able to get the governor photo
- ✿ TPCA - next 60 days may know more
- ✿ IHA - a lot on insurance exchanges, insurance commissioner spoke today and Medicaid is next week September 25th program is strictly on insurance exchange with meeting downtown

Corporate Sponsorship:

- ✿ Sponsorship – did ok with sponsors
- ✿ Tara will do the list of sponsors
- ✿ Try to create a slide show for the May Meeting that will recognize the 2014 Sponsors and run during breaks

Hospitality:

- ✿ Sara McClure will complete her Hospitality Chair position on December 31st
- ✿ Replacement will be assigned at January Planning Meeting

Website:

- ✿ Marcia Taylor will be finished as Website Chair position on December 31st
- ✿ The website is complete and up to date
- ✿ Replacement will be assigned at January Planning Meeting

New Business:

- ✿ Election of 2014 Officers and Board Members
 - Ballots received, motion made and seconded to destroy ballots
 - Election Results, awards and installation of new board members will be held at lunch
 - Luke Gruber - President
 - Cristie Knudsen - Vice President
 - Connie Dudding - Secretary
 - Carrie Kuennen - Treasurer
 - Tara Spidle - Chairperson of the Board
 - Rebecca Gough - Board Member
 - Bobbie Jo Harrings - Board Member
 - Stephanie Hultman - Board Member
 - Melissa Puck - Board Member
 - Becky David - Board Member

Adjourned:

- ✿ 6:14 PM ▲



Respectfully,

Connie Dudding
Chapter Secretary

Upcoming Programming...

AAHAM Spring Conference
May 15 and 16, 2014

Thursday, May 15th

Iowa Insurance Exchanges – Part I

Angel Robinson, Iowa Insurance Division

Well, we survived the first steps of the Affordable Care Act. Wonder what's coming next with the Health Exchanges? We have devoted the morning to attempt to answer that question and a representative from the Iowa Insurance Commissioner will kick-off the discussion.

Iowa Insurance Exchanges – Part II

Amy Noble, Manager, Provider Relations, CoOpportunity Health

One of the two Health Exchanges currently approved to operate in the state of Iowa, CoOpportunity Health will update us on the success of the first round of enrollments, their plans for the future, and what we as providers should be aware of in terms of claims issues and provider enrollments.

Iowa Medicaid Enterprises

Bryan Dempsey, Iowa Medicaid Enterprise

To complete the Trifecta, Bryan will discuss Medicaid Expansion, Presumptive Eligibility, and Qualified Entities, as well as other topics. This will be Iowa Medicaid's regular update, so look forward to a variety of topics.

Afternoon Roundtable Sessions

- ✿ The new 501(c)3 rules and what they mean for placing accounts with collections
- ✿ ACA and its effect on claims and eligibility.
- ✿ Physician Payer Credentialing/Contracting
- ✿ Process Change in the Revenue Cycle
- ✿ Meaningful Use
- ✿ Measuring Vendor Performance (Early Out/Collections/Clearinghouse, etc.)
- ✿ How to Lobby for Change
- ✿ CQI Measures for Revenue Cycle

Mini User Conferences - HIS

- ✿ Healthland
- ✿ Centriq
- ✿ Meditec
- ✿ Paragon
- ✿ CPSI
- ✿ Other

Friday, May 16th

Payer Updates:

- ✿ UnitedHealth Care - Paige Pettit
- ✿ Medicare – Aileen Sigler
- ✿ Wellmark
- ✿ IHA – Dan Royer
- ✿ Meridian

Certification Passed Exams – CRCS-I and CRCS-P

Submitted By: Rebecca Gough, HIA, ALHC, FLMI, CRCE-I, CAC

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

Passed CRCS-I Exam in February		Passed CRCS-P Exam in February	
Paul Clinton	Avadyne Health	Stephanie Fant	Avadyne Health
Alicia Garland	Avadyne Health	Michelle Fraiser	Avadyne Health
Lynne Klemp	Avadyne Health	Kari Frost	Boone County Hospital
Billie Norby	Avadyne Health	Dee Kirkeby	Avadyne Health
Paula Vargas	Avadyne Health	Melanie Sayre	Avadyne Health
Laurel Walkowiak	Avadyne Health	Bridget Sheeder	Avadyne Health
		Marcia Smith	Avadyne Health

Certification Testing Schedule CRCS-I and CRCS-P

Mar 3, 2014	Deadline for May 2014 Exam Period (May 12-23, 2014)
June 2, 2014	Deadline for August 2014 Exam Period (August 11-22, 2014)
Sept 2, 2014	Deadline for November 2014 Exam Period (November 10-21, 2014)
Dec 1, 2014	Deadline for February 2015 Exam Period

