

Hawkeye Highlights

Iowa AAHAM Chapter

Spring 2019

Volume 11, Issue 1

Photo By: Steph Hultman

Message from the President...



Carrie Kuennen
President, Iowa AAHAM

Welcome! I am excited to be serving as the Hawkeye Chapter President.

AAHAM is your organization! The only professional organization solely focused on healthcare revenue cycle. A members and corporate sponsors organization. I am here to help lead and guide continued education for healthcare revenue cycle professionals all across Iowa. As AAHAM nationally leads the way as a leading Healthcare Revenue Cycle education organization, I would like to ensure our Chapter works to meet goals in the following areas:

Goal #1: GROWTH

Healthcare Administration, Revenue Cycle, Accounts Receivable, front desk, back office- whatever you call it, in whatever healthcare specialty, if you are seeing patients and billing – it is what AAHAM focuses on. We can grow our membership, within hospitals and physicians, but also with different specialties, such as behavioral health, pain management, oral surgeons, chiropractic, home health, and other entities that deal with patients and AR. The scope and coding issues maybe a little different, however, great management of accounts receivable is the way we ensure that our providers and facilities can continue to serve our patients, communities, and each other. All these different healthcare specialties, if they are billing, deal with the same issues – registration/intake, patient access, and billing/denials management, compliance, and AR.

Membership growth is important so we can provide excellent speakers and education sessions. Education sessions from point of service collections, reducing denials, improving AR, reducing rework, and so much more. Bring this education back to your facilities and provider offices and you make a huge impact and improvements in your revenue cycle. AAHAM is the perfect place for you and your team members to learn, grow, and make a difference for your offices and patients.

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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. ▲



Goal #2: CERTIFICATION

Increase the number of certifications in our Chapter. Certification's range from CRCS to CRCE, as well as CRIP and CCT. Continue learning with education and certificates from AAHAM and improve your revenue cycle. Currently, I am certified as CRCP-I. In 2019, I expect to earn my next certificate. My experience has been that education from AAHAM, as well as certification, keeps me sharp and on top of revenue cycle best practices and compliance issues, both at the state and national levels. In previous positions, my entire revenue cycle team was expected to be certified, be national members, and keep up their CEU's. We saw great improvement in AR, and part of that was due to their certification and continued education. In my current position, we are adding members to Hawkeye AAHAM and obtaining certification. I like to walk the talk.

Goal #3: NETWORKING

Networking is the best way to meet people in healthcare administration and revenue cycle. I have always enjoyed meeting others, discussing challenges, and learning how other providers and facilities handle those challenges; I have also had the opportunity to mentor and share with others. When you are passionate about healthcare revenue cycle, you realize there are others out there you can connect with, and you build friendships.

Goal #4: CORPORATE AND MEMBER INVOLVEMENT

Our corporate sponsors attend and support our chapter financially. This is the perfect setting to meet and talk with them and not feel pressured. I can honestly say the corporate sponsors want to get to know you and build a rapport with you. I have had opportunity to use our corporate sponsors in my facility and refer other colleagues, as well.

Finally, this is your organization. Please- volunteer and get involved with Hawkeye AAHAM. Hawkeye Chapter of AAHAM exists because of like-minded professionals in the Healthcare Revenue Cycle field that have volunteered their time to this chapter. Please, become involved. Volunteer for a committee – assist with the conference planning; write an article for our Hawkeye Highlights regarding Revenue Cycle, that is just a few ways you can become involved. If you are interested in becoming a board member, let me know that, as well! We need you to continue to be successful and offer great education to our members.

Please, let me know how I can best assist and what you, our members, want to see from our Hawkeye AAHAM Chapter. Wishing you the very best and looking forward to hearing from you! ▲

Respectfully,

Carrie Kuennen

President, Iowa AAHAM

Meet Our 2019-2020 Hawkeye Chapter AAHAM Leadership

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



Carrie Kuennen, CRCP-I / President

Carrie Kuennen is the Director of Revenue Cycle Management for Purfoods, LLC dba Mom's Meals, a national home-delivered meals company, located in Ankeny, since 2016. This position is responsible for the accounts receivable and billing of health plans across the country. Carrie has more than 20 years of experience in Revenue Cycle. Prior to working at Mom's Meals, Carrie was the Business Office Director at Boone County Hospital for four years.

Carrie has also worked as a Provider Relations Representative, as well as ten years as an office manager. For 15 years, Carrie continues to work as the insurance consultant for Iowa Chiropractic Society. Since 2012, Carrie has been a proud member, serving on the Board, of the Hawkeye Chapter of AAHAM. Carrie graduated from Hawkeye Community College and has earned multiple continuing education certificates and awards for her work in Revenue Cycle. Carrie is married, has two boys, and lives in Ames, Iowa.



Bobbie Jo Harrings, CRCE-I / Vice President

Bobbie Jo Harrings is a Revenue Cycle Manager for Dallas County Hospital in Perry Iowa. She received her CRCE-I in April of 2013. Bobbie Jo has also served on the AAHAM board since 2014 as a board member and Hospitality Chair. She is currently serving as VP and Legislative Chair. Bobbie Jo has been in administrative management for 5 years and served in the medical industry for over 25 years, and enjoys the challenge of the job. In her spare time Bobbie Jo enjoys time with family and friends, scrapbooking and photography.



Audra Ford, CRCS-I, P / Secretary

Audra Ford is the Business Office Manager at Madison County Memorial Hospital. She has worked there for 15 years, 7 years as a biller and 8 years as a manager. Madison County is a Critical Access Hospital, has two Rural Health Clinics and Senior Life Solutions. The favorite part of her job is helping patients through the complex world of insurance.

Audra and her husband also farm approximately 1000 acres. They have 4 kids and 3 grandkids. Audra is also working on obtaining her BA in Accounting. Needless to say, she likes to stay busy.

Audra enjoys being a member of AAHAM because of the education provided and networking opportunities. She has learned so much from her peers and enjoys sharing things that she has learned as well. She encourages others to join to take advantage of all that AAHAM has to offer.



Becky David, CRCE-I / Treasurer

Becky joined the Hawkeye Chapter of AAHAM in 2012 after starting as Business Office Manager at Waverly Health Center in Waverly, IA. Prior to her current position she was the business manager in long term care facility for 7 years and also served for 14 years as claims manager for life, health and disability claims at a local insurance company.

Continued on Page 5 . . .

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Becky has been on the AAHAM Board since 2013, spending 4 years working on our chapter website and just recently started her second term as Treasurer. She has a BA in Management from the University of Northern Iowa; has been married for 38 years and has two grown children.

Becky loves to read, quilt, play golf and try out new wines and craft beers. Looking forward to retiring in a few years and hope to continue on as a Lifetime member of AAHAM!



Rebecca Gough, HIA, ALHC, FLMI, CRCE-I / Chairperson of the Board

My personal goal during my 16 ¾ years at Myrtue Medical Center in Harlan has been to help other employees and customers understand and utilize their insurance coverage to obtain the maximum benefits. April 26, 2019 marks the end of my service in this facility, but likely not the end to this goal. After retirement in addition to taking care of aging parents and siblings, I hope to spend the first summer enjoying local attractions that previously were low on the must-see list. As winter sets in next year, there has got to be a warmer climate that I can enjoy. I hope to spend some time volunteering with SHIP in the future. (Look for me at the State Fair.)

Working with AAHAM these past many years has been great. The valuable knowledge that this organization has provided to me personally and will continue to provide to others for many years can't be obtained anywhere else. Though not actively employed I will continue to be a member of AAHAM and hope to be able to promote the benefits of membership across the state of Iowa. ▲

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.

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

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

REMINDER: 2019 Legislative Day is April 15-16, 2019

Hyatt Regency Washington Capitol Hill, Washington, D.C.

400 New Jersey Ave., NW

Washington, DC 20001

For reservations call: 1-888-421-1442

Represent your facility, your state and your industry at the one political event that directly impacts you, your facility and your bottom-line; AAHAM Legislative Day. Our strong grassroots program creates new opportunities for our industry, but we need your continued support! We need you to make the trip to Washington to make a difference in our industry, attendance is limited, so register to attend today. It is all about strength in numbers. The more AAHAM members participate in this effort, the stronger the voice AAHAM will have. Remember, if you don't speak up someone else will. ▲



The 2019 Annual National Institute will be held at

Caesars Palace in Las Vegas, Nevada

October 9-11, 2019

The ANI is attended by nearly 500 National members and over 75 exhibitors. Each year, the members of AAHAM come together to exchange ideas, renew old friends, make new ones, and further their knowledge and education in the field of Patient Account Management.

AAHAM's ANI always attracts a large number of qualified speakers, who present on a variety of topics. Be sure to check out the Agenda and Exhibitor Prospectus (available in early 2019) for the ANI. Get a sneak preview of what sessions and educational opportunities will be taking place at this year national meeting.

If you have any additional questions about the ANI, please feel free to contact the National Office at 703-281-4043 ext 1 or by email at danielle@aaHAM.org.



AAHAM Hawkeye Chapter Spring Conference May 16 – 17, 2019

*Hilton Garden Inn
8600 Northpark Drive
Johnston, IA 50131*

Thursday, May 16, 2019

Master Communicator – Robert Padron, Rev Cycle, Inc.

This class teaches students to deliver clear professional messages and become the Master of Communications by exploring practical applications of what we say and how we say it. Staff are trained on techniques such as asking directed questions such as “Will you be paying by Check or Credit Card?” as opposed to “open-ended” questions such as “Do you want to pay now?” and the power of active listening.

What’s Eating Your Bottom Line: The True Cost of Denials – Lori Zindl, OS-Healthcare

Unnecessary denials are one of the top challenges eating away at healthcare providers’ bottom line – causing cash flow delays, accounts receivable problems, increased business office expense and write offs. Denials are no longer just an expected cost of doing business in healthcare because today’s technology makes 90% of denials preventable. What would it mean to your business office if less time was spent working denials and more time important projects? Implement these cutting-edge techniques to save money, reallocate resources and improve key A/R performance indicators across the revenue cycle.

Centene – Theresa Bellmore

Wellmark – Nicky Cooney

Waystar – JP Korelc, Revenue Integrity

Friday, May 17, 2019

Iowa Hospital Association – Dan Royer

United Healthcare – Amy Lapocznek

Method I and Method II Differences for CAH; Incident To Recoups in CAH – Jan Ervin, WPS GHA Outreach and Education

If you have questions about the differences between Method I and Method II CAHs or just want to speak with a WPS GHA education specialist, then this is the place to be! WPS GHA will be [here](#) presenting a quick overview of the CMS requirements to be classified as a CAH. Distinction between a Method I and Method II CAH. Quick overview of how a Method II CAH bills for physicians’ services. Learn how incident-to services are recouped in a Method II CAH.

Note: If you have any questions regarding how to sign up for the meeting, please contact Audra Ford at aford@madisonhealth.com or 515-462-9738. ▲

Members ... We Need Your Help

AAHAM Hawkeye Chapter Community Service Project



Hawkeye AAHAM will be supporting this worthwhile cause at our May meeting. If you would like to donate please bring a Kohl's or Hy-Vee gift card(s) of any amount or a cash donation. If you would like to donate online you can do that at <https://dorothyshouse.org>. We will hear from the founder of Dorothy's house-Kellie Markey during our lunch break on Thursday May 16th.

MISSION

Dorothy's House provides a safe place for the practice of life for those girls whose lives have been interrupted by the sex trafficking industry.

VISION

We offer girls an opportunity to recover their bodies, hearts, souls and voices by providing basic needs, beginning with security in a home environment. To this we add a healthy diet, specialized care, education and training, and the ability to recognize their potential and dream of a positive future.

COMPREHENSIVE CARE

Each woman will receive a customized program based on her own unique circumstances. Our programming is based on four pillars of care, including:

- Physical Health
- Mental Well Being
- Community Engagement
- Life/Job Skills & Education

FINANCIAL CONTRIBUTION

Dorothy's House brings an affordable solution to long-term recovery for girls in our community. We offer a holistic approach to healing and recovery by providing a trained staff, healthy meals, music/art/play therapies and a safe place to call home. Any contribution is appreciated.

2019 AAHAM Annual National Institute (ANI)

Scholarship AVAILABLE

The 2019 Annual National Institute will be held at Caesars Palace in Las Vegas, Nevada from October 9-11, 2019.

Put the date and location in your Outlook Calendar now! The Hawkeye Chapter of AAHAM is sponsoring [1 scholarship](#) to the Annual National Institute (ANI), to be held at Caesars Palace in Las Vegas, Nevada. The scholarship will cover registration, plus \$300 towards travel/hotel expenses.

The scholarship will be awarded based on points earned between July 1, 2018 thru June 30, 2019. 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 August 1st and will be notified by August 15th. The Board is excited to be able to offer this opportunity to its 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 Las Vegas!

See the Scholarship Program rules on the next page.



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, 2018 and ending the following June 30, 2019.

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: _____

<u>Date</u>	<u>Activity</u>	<u>Points</u>	<u>Verification*</u>

** To be completed by the AAHAM Board*

Please submit completed application by July 15, 2019 to:

- ❖ Stephanie Hultman - sjhultman@mediacombb.net

Hawkeye Chapter of AAHAM

BALANCE SHEET

Treasurers Report for Period
Ending: 12/31/2018

ASSETS:

Cash in Bank	\$13,463.11
Certificate of Deposit #30063596	\$6,093.07
Certificate of Deposit #30063430	\$3,237.53

TOTAL ASSETS **\$22,793.71**

LIABILITIES: Payables \$0.00

EQUITY: Projector/Pointer \$ 784.34

TOTAL LIABILITIES AND EQUITY **\$23,578.05**

OPERATING STATEMENT

REVENUES:

Corporate Sponsor Fees	\$ 6,695.00
Certification Fees (Exams)	\$ 1,740.00
Registrations/Spring 2018	\$ 5,540.00
Registrations/Fall 2018	\$ 5,460.00
Sponsor Fees – Booth (Spring)	\$ 435.00
Sponsor Fees – Booth (Fall)	\$ 580.00

TOTAL REVENUE **\$20,450.00**

EXPENSES:

Website	\$ 1,409.00
Insurance Fees	\$ 1,701.00
PayPal Fees	\$ 270.58
Office Supplies/Postage	\$ 10.00
Spring Conference 2018 Speaker Fees	\$ 162.92
Spring Conference 2018 Facility Fees/Meals	\$ 3,770.95
Spring Conference 2018 Hospitality Fees	\$ 1,769.09
Fall Conference 2018 Speaker Fees	\$ 209.93
Fall Conference 2018 Facility Fees	\$ 3,730.88
Fall Conference 2018 Hospitality Fees	\$ 1,004.82
ANI 2018 Expense	\$ 2,078.78
AAHAM National Legislative Day 2018 (Donation)	\$ 500.00
AAHAM National Legislative Day 2018	\$ 1,488.32
AAHAM Presidents Meeting 2018	\$ 1,008.18
Pre-Pay AAHAM Presidents Day 2019	\$ 584.59

TOTAL EXPENSES **\$ 19,705.84**

NET INCOME (LOSS)

BEGINNING CASH BALANCE **\$ 12,718.95**

ENDING CASH BALANCE **\$ 13,493.11**

Respectfully,

Becky David
Chapter Treasurer



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](#)

Gold:

[Help Financial](#)

Silver:

[General Service Bureau](#)

Bronze:

[Automated Accounts Management Services](#)

[Eagle Recovery Associates](#)

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/>

SPONSOR SPOTLIGHT



Alliance Collection Agencies (Alliance) and HealthCare Business Services (HBS) two trusted names, one shared brand, the new RevCycle, Inc. The two operated under the same ownership and shared senior management resources to more efficiently achieve their shared goal of helping healthcare providers achieve revenue cycle optimization.

RevCycle has a long history of helping healthcare providers optimize their revenue cycle and provide the best possible care and experience for their patients –Healthcare EBO and Bad Debt Collection services with over 40 years of healthcare experience. Intergraded and innovative revenue cycle solutions that improve your bottom line and give you peace of mind”. To learn more and discover the services RevCycle offers, **be the Hero and visit the new RevCycle.com.**

Visit **RevCycle.com** to learn more about RevCycle, Inc. or call them at (888) 576-5290 to get started with their team.

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 November. Congratulations on a job well done!!

Passed CRCS-I Exam in November		Passed CRCS-P Exam in November	
Brandi Barnes	Avadyne Health	Catherine Baudler	UnityPoint Health
Peggy Carpenter	UnityPoint Health	Tiffany Daugherty	Avadyne Health
Tiffany Cassidy	Avadyne Health	Anne Heiser	UnityPoint Health
Theresa Collins	Avadyne Health	Cheryl Kurimski	UnityPoint Health
Kathryn Cook	Van Diest Medical Center	Vanja Leka	Avadyne Health
Candice Cropp	Avadyne Health	Sara Lloyd	Avadyne Health
Sheilah Dickey	UnityPoint Health	Christine Miller	Avadyne Health
Stephanie Fant	Avadyne Health	Elizabeth Neil	Story Cnty Med Center
Verna Gordon	Avadyne Health	Amy Nichols	UnityPoint Health
Carrie Harvey	UnityPoint Health	Jessica Ogren	UnityPoint Health
Erin Hoffman	UnityPoint Health	Cynthia Oliver	UnityPoint Health
Lindsey Larson	Avadyne Health	Madison Olson	Avadyne Health
Christin Martin	Mercy Medical Center	Jamie Six	UnityPoint Health
Ana Morales	Avadyne Health	Whitney Todd	Avadyne Health
Dyane Musgrove	Avadyne Health	Paula Vargus	Avadyne Health
Debra Nelson	UnityPoint Health	Sherry Williams	UnityPoint Health
Michelle Papakee	Avadyne Health		
Kathryn Parker	UnityPoint Health		
Bridget Sheeder	Avadyne Health		
Emily Sunderland	UnityPoint Health		
Tena Vasquez	UnityPoint Health		
Ashley Webb	UnityPoint Health		
Christine Zunkel	Avadyne Health		

2019 Certification Schedule

April 17, 2019	Registration Deadline for July 2019 Exam Period
July 8-19, 2019	July 2019 Exam Period
August 15, 2019	Registration Deadline for November 2019 Exam Period
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 Stephanie Hultman, Membership Chair by calling 319-240-5306, or by emailing her at sjhultman@mediacombb.net. ▲

Mark Your Calendars

HFMA/AAHAM Payor Panel – March 27, 2019

Spring Meeting – May 16-17, 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



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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

Charlieec@thehaugroup.com with ideas.