



Hawkeye Highlights

2010 Special Summer Edition



Iowa Hawkeye Chapter



Pam Brindley, President

Greetings AAHAM Members,

Educational sessions and networking opportunities were some of highlights from the recent Hawkeye AAHAM Chapter Spring Conference. And, as usual, fun was a prime component during the entire time.

Speaking of fun, a lot of it happened during the conference with the playing of *Who Wants to be a Millionaire* organized by Melynda

Crawford, Certification Chair. Quite a few people commented that they learned something new about certification questions.

One of the sessions, *This Is Not a Bill*, provided great technical information. David Geiger described in detail the upcoming challenges associated with consumer driven healthcare. Another presenter, Kevin Willis, discussed the topic of *Medicare Secondary Payer*. He certainly turned a dry topic into a very interesting one through a lively and humorous presentation. I believe he could be a stand-up comedian. I received great feedback from Chuck Seviour's session. Many people commented that they learned quite a bit from his talk about *Revenue Cycle Management*. In regard to the sessions, I had one final question: *Is everyone eating their frog each morning?*

A great conference doesn't just happen. It takes a lot of planning and dedication of time and effort. I would like to recognize the efforts of the following people who helped make the spring conference successful.

- **Tara Spidle, CPAT** / Program Chair and Vice President / Controller at Decatur County Hospital
- **Melynda Crawford, CPAM** / Hospitality Chair / Business Office Manager at Madison County Healthcare System
- **Kiel Christensen** / Friends of AAHAM Prizes / Regional Sales Manager for Array Services Group



The generous support of our vendors helps fund our chapter's activities. The following vendors sponsored booths during the conference.

- **H&R Accounts/** Pam Brindley
- **AAMS/** Luke Gruber
- **Jackson Morgan/** DSG The Data Systems Group
- **General Service Bureau, Inc./** Brad Uhlenhopp
- **Imageteck, Inc./** Steve Ogden
- **Mail Communications Group/** Rich Bates
- **Hauge Associates, Inc/**Norm Graff

Legislative Day

In April I travelled to Washington DC to participate in Legislative Day. During our National Board Meeting, one day centered on Round Table discussions about Best Practices. We were paired with other chapters of similar size. Some topics that were talked about included recruiting ideas, how to retain membership, how to attract corporate sponsors and education ideas.

Red Flags Rule – Delayed

Congress is debating who should be covered by the Red Flags Rule and the FTC has delayed enforcement until **12/31/2010**. Depending on where congress goes with this debate, this rule may or may not include hospitals/clinics.

Recruiting Ideas

- Create “reach out” programs for CFO’s. Make the case that certified staff can reduce A/R days and can help staff advance their healthcare careers.
- Sell new CCT certification to compliance departments.

Retention Ideas

- The best way to continue to bring value to our current members is through great education.

Corporate Partners

- Recruit non-healthcare sponsors such as banks, for example.
- Try to attract vendors from the entire revenue cycle.

Education Ideas

- Favorite Round Table topics included, Denials, New Techniques for On-line Registration and Payments, In-house Approach vs. Outsourcing and How to Handle Your Self-pay.
- Record or videotape great sessions and sell or distribute them to sell value for the meeting.

Technology Initiatives

I currently serve on the National AAHAM Communications Committee and we have been pursuing technology as a means to create more member participation. During the conference we discussed how we have invited the entire AAHAM membership to join LinkedIn. By the way, have you signed on to our state LinkedIn group?

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Another technological tool for member participation was the creation of a Twitter account. The following is the sign on information:

Name on account: aaham
User Name: aahammember
Log-in: aaham123
Password: aaham123\$

We also encouraged everyone at the conference to become a fan of National AAHAM on Facebook. Our goal is to have participation from every chapter in the country.

Fall Conference

Mark your calendars for the Hawkeye AAHAM Chapter Fall Conference on September 16th and 17th. Once again, the sessions will be held at the Hilton Garden Inn in Urbandale, IA. Committee members have already begun with the planning.

I look forward to the conference with great anticipation and Tara will be sharing some programming information very soon. ■

Mark Your Calendars

Fall 2010 AAHAM Meeting

September 16-17, 2010

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

Follow the Yellow Brick Road to Capital Hill

Submitted By: Mike Dobbs

Dorothy (Pam Brindley) and her three tag alongs, Luke, Tara, and Mike (I expect I was the Tin Man as I have the most metal in me) were whisked away from the midwest to DC to talk with the Wizards on the Hill and try and convince them to have the courage, brains, and heart to move up the implementation of the issues that AAHAM has worked so hard to have included in the recently signed healthcare bill.

Once we straightened out which building was the Nation's Capital and which was Union Station we were able to split up and visit with seven of our congressman's staff. In general the meetings went well, I just think that our timing was off a bit as everyone seemed a little fatigued by all the healthcare work and publicity leading up to passage of the healthcare bill. Following is a summary of the issues we discussed with each staffer. Our hope as a group is that we can get enough support to convince CMS and HHS to change their start dates so that we can see the benefits from these issues sooner.

- CMS should institute the National Payer Identification Numbers as outlined in HIPAA
- CMS should require the adoption of a Standard Patient Health Insurance ID Card

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- Require all payers to use electronic funds transfers for claims payments (this alone is estimated to save \$11 Billion)
- Require payers to send a claim-by claim acknowledgement for each batch of HIPAA compliant electronic claims submitted

Background:

AAHAM believes that there are several actions and programs that the Centers for Medicare and Medicaid Services should promulgate that would have a significant impact on the reduction of administrative costs in the healthcare industry. A study published in the August 2003 New England Journal of Medicine estimated that 31% of the US healthcare expenditures were administrative in nature, using 1999 data. According to the US Healthcare Index, AAHAM believes that these suggestions could cut almost \$30 Billion from these costs, annually. ■

FALL AAHAM MEETING, September 16th-17th

Once again, we are excited to have **Day Egusquiza** at our Fall meeting on Thursday, September 16th, 2010. Day will be presenting to us on RAC issues. Thursday afternoon, we plan to have some great round table discussions and allow enough time for attendees to get to the majority of the topic presentations. Topics of interest are timely physician chart completion, customer service excellence, early out services, workman's comp outsourcing, and much more. ***If you have a topic of interest, please email Tara Spidle, Program Coordinator at tspidle@d-c-h.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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- Bronze**
 - AccuReg Services Group, Inc.
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Photos by: Steph Hultman