

# Hawkeye Highlights

Iowa AAHAM Chapter

Summer 2014

Volume 6, Issue 3

Photo By: Steph Hultman

## Message from the President....

Dear AAHAM Members:

I hope everyone is having a great summer.

Our fall meeting is set for September 18-19 and we have some great educational sessions set up for our members. With the speed that things are changing in healthcare education is more important than ever. Your board works hard to bring you the educational speakers that you want. Please contact any board member with ideas or speakers you have heard at other meetings that you think would be good for our meetings. Watch your email for more information. I hope to see everyone there.

The fall meeting is when we announce our election results and as in the past we have had trouble finding people to run. Please think about giving back to this group by running for the board. Being on the board requires a time commitment but it is well worth it. You will make friends that will last a lifetime along with having the ability to contact people to share ideas and ask for help.

See you in September. ▲

Respectfully,

Luke Gruber



Luke Gruber  
President, Iowa AAHAM

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# Hawkeye Chapter

## Officers - Board Members - Committee Chairs

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<b>Laurie Gaffney</b>	<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. ▲

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# Hawkeye Chapter of AAHAM

## BALANCE SHEET

Treasurers Report for Period  
Ending: 06/13/2014

### ASSETS:

Cash in Bank	\$24,365.20
Certificate of Deposit #30063596	\$6,080.65
Certificate of Deposit #30063430	\$3,229.58
<b>TOTAL ASSETS</b>	<b>\$33,678.46</b>

### LIABILITIES:

Payables	\$0.00
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### EQUITY:

<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$33,678.46</b>
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## OPERATING STATEMENT

### REVENUES:

Corporate Sponsor Fees	\$6,800.00
Technical Exams	\$680.00
Registrations/Spring 2014	\$4,655.00
Registrations/Fall 2014	\$0.00
Bank of America Credit Card	\$0.00
Other Revenue	\$0.00
<b>TOTAL REVENUE</b>	<b>\$12,135.00</b>

### EXPENSES:

Travel	\$0.00
Website	\$385.00
Insurance Fees	\$0.00
Spring Conference 2014 Speaker Fees	\$0.00
Spring Conference 2014 Facility/Hospitality Fees	\$5,432.88
Miscellaneous	\$54.79
AAHAM National Legislative Day	\$7,355.47
Fall Conference 2014 Speaker Fees	\$0.00
Fall Conference 2014 Facility/Hospitality Fees	\$0.00
Fall Conference 2014	\$0.00
ANI Expenses	\$0.00
<b>TOTAL EXPENSES</b>	<b>\$13,728.14</b>

**NET INCOME (LOSS)** **(\$1,593.14)**

**BEGINNING CASH BALANCE** **\$25,958.34**

**ENDING CASH BALANCE** **\$24,365.20**

Respectfully,

**Carrie Kuennen**  
Chapter Treasurer





# ANI Scholarship Winner Announced

Submitted By: Tara Spidle

The winner of the 2014 ANI scholarship is Becky David from Waverly Health Center! Becky will be traveling to San Diego, California to enjoy the 2 ½ day conference October 15th-17th.

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.

Exhibit booths are available for unopposed time in the exhibit hall. AAHAM's ANI always attracts a large number of qualified speakers, who present on a variety of topics. Be sure to check out this year's agenda and Exhibitor listing at [www.aaham.org](http://www.aaham.org). Many of us who have attended the AAHAM ANI have thoroughly enjoyed the network of peers we have met and became lifelong friends with. It is a great opportunity for all of our Hawkeye members! You still have time to register for the 2014 ANI. The 2015 ANI will be at Walt Disney World in Orlando, Florida, October 14-16th. ▲

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This year we have three dynamic keynote speakers; Jack Singer, "Developing and Maintaining the Mindset of a Champion", [www.askdrjack.com](http://www.askdrjack.com) and Sheryl Roush, "How to Keep a Sparkling Attitude Everyday", [www.sparklepresentations.com](http://www.sparklepresentations.com). Alexandra Jaffe will also provide a legislative update. In addition to these popular keynotes, we have over 40 speakers on five separate healthcare tracks; Management/Revenue Cycle, Access/Quality Management, Compliance, Leadership/Professional Development and Specialty, all designed with your continuing education in mind. As a special bonus, there will be a special ICD10 round table and an academic medical center revenue cycle leader panel discussion brought to you by experts in the field. The ANI helps you become a more valuable resource to your facility and your colleagues. The ANI equips you with real solutions and new ideas you can put to use immediately.

Download the [registration brochure](#).

[Online registration](#) is now open!

It's never too early to make your hotel reservations! The deadline to reserve your hotel room is Sept. 22. For reservations please call 888.421.1442 and reference AAHAM or [click here](#).

**Where & When**  
**Manchester Grand Hyatt**

San Diego, California  
October 15-17, 2014

The logo for General Service Bureau, Inc. features a stylized sunburst with the letters "GSB" inside. Below the logo is the text "GENERAL SERVICE BUREAU, INC." and "Early Out SERVICES". The contact information includes "Contact Brad Uhlenhopp for a thorough, no-obligation evaluation of your needs and requirements.", "Phone: 515-223-0343", "buhlenhopp@gsbcollect.com", and the website "gsbcollect.com". The slogan "It Pays to be Different!" is at the bottom.

The logo for Credit Bureau Services of Iowa, Inc. features a red outline of the state of Iowa with the letters "CBSI" inside. To the right of the outline is the text "Credit Bureau Services of Iowa, Inc." in a serif font.

# Does it Really Matter?

Submitted By: Becky David, CRCE-I



This past April I was very fortunate to be able to attend AAHAM's National Legislative Day in Washington, D.C. I am very grateful for that opportunity and I encourage all of you to give it a try. It's well worth the time.

I could go the traditional route and tell you about the high level of energy and commitment of all of those attending or about what a great learning experience it was – both are certainly true! As I was thinking about this though I kept coming back to something one of the staffers said that has stuck with me; more about that in a bit.

Legislative Day fell this year during a break period for Congress and the House of Representatives so we didn't get to meet directly with any of our senators or reps. Instead we met with a series of staff members (most of which were at least ½ my age) who are knowledgeable in the areas we were focusing our efforts on; namely the antiquated Telephone Consumer Protection Act and the wonderful IRS 501 (r) proposed regulation. As healthcare providers we have a heavy interest in these issues and were there to get the point across that this isn't stuff we can just let lie. I will give these "young bucks" varying reviews as staffers but I found that most of them were pretty well versed in a multitude of topics (some being a little more confident in their knowledge and sense of the pulse of Washington than they probably are).

This leads me to **Lesson #1: *The nitty-gritty, down and dirty work in Washington is done by the staffers.*** They are the ones going out to do the research, attend many of the meetings, finding out what the hot topics are and who is backing or not backing each issue. Our elected congressmen and women are the face but these folks are the hands and feet. Probably why they were still there to meet with us while everyone else had gone home for the week! I can certainly see how a good staffer is a critical cog in the great wheel that is Washington.

Then there is **Lesson #2 (and this is what I referred to earlier): *"There has been very little accomplished in Washington this past year because so much time has been taken up in every voting session by attempts to repeal the Affordable Care Act."*** These aren't attempts to fix it and improve it – they are attempts to flat out repeal it. As a business office manager in a small, rural, non-profit hospital I have been pleased with the number of people we have been able to enroll for healthcare coverage; this directly affects our bottom line. But whether Obamacare is repealed, improved or stays the same is not the primary issue to me. I am outright unhappy that the other problems facing this nation like education, immigration reform, privacy, income tax reform, minimum wage, safety net programs, etc., etc., etc., and oh yeah, the TCPA and 501(r) cannot even begin to be addressed because of this "theme" issue for the upcoming elections. This isn't a party issue either- this is Washington this term. Sorry dear congress people (from both sides of the aisle), so far I give you failing marks for this session because you haven't played well in the sandbox and you sure as heck didn't get your homework done.

So this had me thinking whether any of our efforts to get our issues across really matter. I have to conclude after my recent experience in Washington, that yes, it does matter. Why? Because we are the "real world" the ones who have to deal with the effects of a poorly worded or outdated law or sometimes illogical or unintended application of those laws. We have a perspective that many of the Washington crowd simply doesn't have.

I did leave Washington with the feeling that, for the most part, the people I had the privilege to meet with really wanted to understand what we were asking for and why; they asked good questions and provided good information back as to how the process would work. They are smart enough to know that an organized group of people from all over the country who were willing to volunteer their time to visit as many senators and house members as they can are probably vocal and active voters. I know I am.

Does AAHAM and grass roots organizing matter to Washington? You bet it does so we need to keep at it. You should be a part of it too! ▲





## 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.

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Professional Services Bureau / MARS, LLC  
Receivables Management Partners, LLC  
Relay Health  
The SSI Group, Inc.

## Save the Dates . . .

### 2015 AAHAM Meetings

May 14-15, 2015

September 17-18, 2015

Hilton Garden Inn  
Des Moines / Johnston, IA

# 3<sup>rd</sup> Annual Panel of Payers – Fall Event

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

AAHAM, together with HFMA, has finalized their 3<sup>rd</sup> Annual Fall Panel of Payers Conference this November at the University of Iowa Hospital in Iowa City, Iowa and the event is open for registration! This meeting is intended for AAHAM and HFMA members and medical billing professionals, at a low cost of just \$35. Lunch will be provided.

It will be held on Wednesday, November 19th from 9-4 at the University of Iowa Hospital in Iowa City, Iowa. Our lineup of payers will include:

- UnitedHealthcare
- Meridian
- CoOpportunity Health
- Wellmark
- Iowa Medicaid
- WPS/Medicare

Click on the link to register: <http://www.hfma.org/Content.aspx?id=18646>

The Panel of Payers – Spring event will be held on Wednesday, March 25<sup>th</sup> in Des Moines at a site yet to be determined. ▲

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# Upcoming Programming . . .

AAHAM Fall Conference  
September 18 and 19, 2014

## Thursday, September 18<sup>th</sup>

### **Medicare Enrollment and the 855**

*Dennis Grindle, CPA, and Gretchin Heckenlively, CPA, Seim Johnson, LLP*

You know that feeling. That feeling of dread that starts deep in your stomach every time you hire a new provider or receive a revalidation letter from CMS. Dennis and Gretchin, nationally known experts on the CMS form 855, will help us navigate through the Medicare enrollment quagmire.

### **Wellmark Enrollment**

*Dennis Grindle, CPA, and Gretchin Heckenlively, CPA, Seim Johnson, LLP*

Wellmark will present on their enrollment process, providing information on their most common enrollment error and help us identify what forms are needed for different situations. Come prepared with your questions!

### **Wellmark Payer Update**

*Nicky Cooney, Network Engagement Business Partner, Wellmark*

### **501r - Small Piece of the ACA; Potentially Big Operational Impact**

*Julie VanPelt, Vice President Operations, Avadyne Health*

501r has been in effect since May 2010 and yet the regulations are not yet finalized. While no one knows exactly when the regulation will be finalized and what changes may occur, it's not too early to begin preparations. There are many under-publicized features of 501r which will likely change the way you conduct business in your hospital. This session will familiarize you with those aspects so that you can begin preparations and research how they may impact your hospital.

### **The Collection "Brain Trust"**

Join our Sponsors specializing in Collections as they present their "Best Practices". What do our vendors wish we, the provider, did differently? What could we do to make our collection process run smoother and result in better returns? This is sure to be a lively discussion and you don't want to miss it.

## Friday, September 19<sup>th</sup>

### **Payer Updates:**

- UnitedHealthcare - Paige Pettit
- CoOpportunity Health – Amy Noble
- Meridian – Cathy Crowley and David Kruger
- Medicare – Karen Kroupa
- IHA – Dan Royer
- Medicaid – Bryan Dempsey

## 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](mailto:sjhultman@mediacombb.net). ▲



Article and Photos Submitted By: Bobbie Jo Harrings, CRCE-I



I would like to start off by saying a big Thank You to the Hawkeye Chapter of AAHAM for the opportunity that was provided to its members to attend National Legislative Day in Washington D.C. this past April. I am very proud to be a member of such a great organization.

I was a first time attendee of National Legislative Day; I don't mind telling you all at first I was very excited to be going. After it sunk in that I was actually going to Washington D.C. the nerves set in!

At first it was, oh my goodness what will I wear, do I have matching shoes and what about a new purse, everyone knows you need a new purse when you go on a trip! After my wardrobe was under control then the issues we would be discussing started to haunt me. I mean after all what did I know about lobbying for the Telephone Consumer Protection Act or the 501 (c) (3) Treasury Requirements for Charitable Hospitals? Well as it turns out I knew a whole lot more than I thought I did and with the incredible wealth of information and experience floating around it did not take long to learn the rest!

First there were the meetings to prep everyone on the topics at hand and the rules to be followed while on the Hill. There were representatives from all chapters of AAHAM who are longtime attendees of National Legislative Day, they were all so supportive and willing to help guide, share information and experiences, as well as mentor the newbies such as myself. Then there were the vendors, what can I say except, that might need to be another article all together!

The following day prepared with our proper etiquette, attire, and information on the topic points to be discussed we were on our way to Capitol Hill with our schedules in hand. It was such an amazing experience my words do not do it justice! Just the feeling of pride there is walking into the buildings that house our state representatives and congressmen and women was unthinkable! Then came the meeting with the staff, now I know there is a huge perception of how out of touch people in politics are and to some degree I will not deny my own feelings of that. However I was pleasantly surprised about how much the staff for the representatives knew about each topic we were there to discuss and how it does/would impact our hospitals and communities.

*Continued on Page 11 . . .*





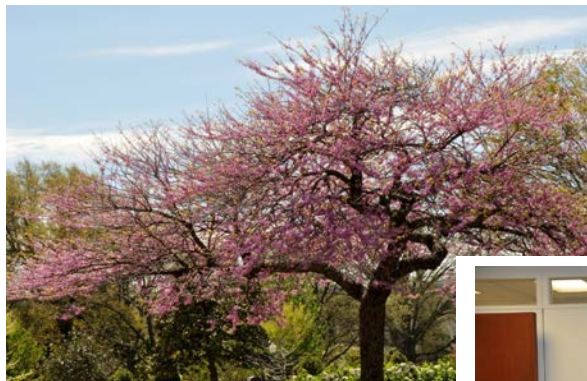
**The 2014 Iowa AAHAM Contingency.** (L to R) Luke Gruber, Mike Dobbs, Becky David, Bill Carlson, Carrie Kuennen, Bobbie Jo Harrings and Tara Spidle.



Their willingness to just have conversation like everyday people made a big impact on my perception of the men and women who make our countries laws.

After a long but rewarding day we all got back together to share experiences and unwind. I know I am not doing the whole experience justice, there just simply is not enough time or room in the newsletter to fit it all in! So in closing I would just like to say: if you have been thinking about going but just didn't think you could make a difference or that you would have nothing to contribute, you are robbing yourself of an awesome experience! These representatives and their staff know who/what AAHAM is and they know we are there to make a difference and yes they take the time to sit and listen. The more our numbers grow and our presence is seen and heard by people on Capitol Hill the more they will get know us and who we are and what we represent. The issues we take with us to the Hill will continue to make an impact in our hospitals, clinics, communities, and ultimately our lives and one day you will get to say: "Hey I was there; I was part of what made that happen!"

I hope you enjoy some of the pictures I took and hope to see you all next year! 🇺🇸





# Revenue Cycle Webinar Series

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

AAHAM and HFMA in search of great educational programs focusing on revenue cycle topics have joined forces and are co-sponsoring a Revenue Cycle Webinar Series this year. This series will be presented monthly from August through April. Focusing on topics for the Business Office Staff, Patient Access, Patient Accounts, Credit and Collections, Billing, Customer Service, HIM, Chargemaster, Scheduling and Compliance areas.

Below is a listing of the topics we plan to bring to our members this year.

## 2013-2014 Revenue Cycle - Monthly Topics

- **July** - Patient Statements/Portal
- **August** - Denial Management
- **September** - Scheduling
- **October** - RAC Services/Results
- **November** - Chargemaster/Capture Reviews
- **December** - ICD-10 Services
- **January** - Pricing Transparency
- **February** - Billing Compliance/Fraud & Abuse
- **March** - Preparing for Health Reform
- **April** - 501r

Please spread the word and email our program notifications to staff within your facilities as we are trying to get as many individuals listening as we can. After each event let us know how we are doing and what other topics you might like to have presented as part of this series. Please forward your topic ideas to Stephanie Hultman at [sjhultman@mediacombb.net](mailto:sjhultman@mediacombb.net). ▲



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# 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 May - Congratulations on a job well done!!

Passed CRCS-I Exam in May		Passed CRCS-P Exam in May	
Andrea Anderon	Genesis Health	Billie Norby	Avadyne Health
Renita Brown	Van Diest Medical Center	Terri Schratz	Avadyne Health
Shaun Kane	CBE Companies		
Cassandra Schmidt	CBE Companies		
Kristin Clare	Avadyne Health		
Dannette Jennings	Avadyne Health		
Deb Meldrem	Avadyne Health		
Loretta Monteleone	Avadyne Health		
Kristen Parks	Avadyne Health		
LaVonne Seaton	Avadyne Health		

A special congratulations goes out to Carrie Kuennen of Boone County Hospital that passed the Certified Revenue Cycle Professional – I (CRCP-I) exam. The CRCP-I is a mid-level certification designed for Supervisors and Managers that focuses on the revenue cycle in a hospital / institutional health system. Carrie was one of 26 across the country to certify and the first from the Hawkeye Chapter! ▲

## Certification Testing Schedule

### CRCS-I and CRCS-P

<b>Sept 2, 2014</b>	Deadline for November 2014 Exam Period (November 10-21, 2014)
<b>Dec 1, 2014</b>	Deadline for February 2015 Exam Period

## Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at [www.hawkeyeaham.org](http://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

Please contact board member Becky David at (319) 352-4931 or [BDavid@WaverlyHealthCenter.org](mailto:BDavid@WaverlyHealthCenter.org) with any ideas for additional information that you would like to see posted on our website. ▲