



Hawkeye Highlights

Iowa AAHAM Chapter

Photo By: Steph Hultman

Summer 2015
Volume 7, Issue 3

Message from the President.....

Welcome to the constantly changing world of healthcare! This year I will have worked in the healthcare industry for 20 years (I'm not counting the years I worked for the "dark side" at Blue Cross Blue Shield of Iowa). The world I work in now bears little resemblance to office I ran in 1995. And I can hardly wait for October 1st and the seamless transition to ICD-10! I will admit that there are times I calculate my IPERS retirement date, just to help me make it through the day. But I also know that I enjoy the variety and challenges presented by my job. Which leads me to the point of this letter: without AAHAM, I know I would not be able to stay current with all the changes that have become an everyday occurrence.

At the upcoming September meeting, we will be having sessions on PECOS and CAQH, as well as the use of credit card for commercial insurance payments. We are hoping for an update from Iowa Medicaid on the new managed care payers, as well as information from IHA on how this is all going to work. Also scheduled is a presentation on VA Choice, which is new to most of us. As usual, we will have great networking opportunities and updates from the larger payers. Hope to see you all there!

National AAHAM is also planning their annual national institute (ANI) for October 14-16 in Orlando, Florida. If you have never attended, it is well worth the time and money. The topics are always timely and the breakout sessions cover a wide variety of topics, so everyone can find something that will interest them. If this year's ANI is not in your budget, plan ahead for next year's, which will be in Las Vegas!

I also want to congratulate the people that have recently obtained certification through AAHAM. The time and effort that it takes to achieve certification is an indication of commitment to the industry and to personal growth. I admire and respect each and every one of our certified members.

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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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And, lastly, I ask for your input in order to assure that the education we provide is meeting your needs. Please let myself or any of the board members know if there are certain topics that you would like to see addressed at future meetings.

Enjoy the rest of your summer and I look forward to seeing everyone in September!

Respectfully,

Cristie Knudsen



Cristie Knudsen
President, Iowa AAHAM



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REMINDER: Hawkeye Chapter Food Drive ~ September Meeting

Help the Hawkeye AAHAM chapter fill a local food bank this fall. During our September meeting, the chapter will be collecting any types of canned goods, paper products, diapers, etc. Items that are always welcome include canned meat, canned vegetables and fruit, peanut butter, macaroni and cheese, or other nonperishable items. Diapers, baby wipes, toothbrushes, toothpaste, and toilet paper are other types of donations needed. Please bring your items to Des Moines for the fall meeting. We will have boxes to collect your donations. Cash donations are welcome as well. This project assists the group with receiving points for the Chapter Excellence award given at the National meeting in October each year.

Please contact Laurie Gaffney at (gaffney.laurie@bvrnc.org) or 712-213-8678 with any questions.

2015-2016 All-Payer Panels Set

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

Back by popular demand, the 2015-2016 All Payer Panels have been set for this HFMA Year. We have a great line up of presenters from UnitedHealthcare, Meridian, Wellmark, IME (Medicaid), and WPS (Medicare). We will follow our previous format for the meeting, individual payer updates followed by individual payer roundtables where you can address your specific questions with the various payers.

Fall Payer Panel

Date: November 18th, 2015

Location: Covenant Medical Center, Waterloo, IA

Registration for the Fall Event is open. Click here to register: <http://www.hfma.org/Content.aspx?id=32886>

Spring Payer Panel

Date: March 30th, 2016

Location: UnityPoint, Des Moines, IA

Watch your emails for full details and registration information for the Spring Payer Panel!



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Hawkeye Chapter - Website Update

Submitted By: Becky David, CRCE-I

Have you checked out the new look on our website yet! We have tried to make it more appealing and user friendly. Please click on the link to see the new changes; hopefully you will find the information useful. Link: <http://hawkeyeaaham.org/>

Here are some of the things you will find:

- Membership info - the benefits of joining AAHAM. How to join the state chapter and the national chapter
- Certification info
- Current and past newsletters
- Officer and Board member biographies
- Board meeting minutes
- Upcoming events
- Sponsor info

If you attended the fall or spring meeting you can view the presentations by our wonderful guests. This is for member's only and is password protected. The password changes just prior to each meeting and is emailed to attendees.

I am still seeking some photos or artwork to use on our site that represents the great state of Iowa. If you have something you would be willing to share please send it to me. I would love to highlight more of our members work.

I would also like to know what other information we could add to the site. For example, would you like to see who our certified members are? Send me those ideas too!

You can email me at bdavid@waverlyhealthcenter.org with your input. See you in September! ▲

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Cybersecurity — Protecting Your Organization

Written By: ProAssurance
Submitted By: Laurie Gaffney

With increased use of technology comes increased risk of cyber attacks. Anything transmitted or stored electronically is at risk of being stolen.

Many people don't think that—or understand why—medical information is valuable or at risk. A compilation of 2014 reported data-breach statistics reveals there were 783 security breaches in the United States. Of those, 42.5% were breaches of medical or healthcare information. This includes over eight million individual healthcare records accessed or stolen through cyber attacks.¹

Large healthcare systems, hospital networks, and individual healthcare providers have all been attacked; however, the size of an entity is no clear indication of the size of the breach. For example, one Blue Cross Blue Shield attack yielded only 300 records, while a large Tennessee system's breach yielded approximately 4.5 million records. Several individual physician practices were breached as well, yielding as many as 7,500 records from one practice.²

Why are medical records targeted?

Medical records are likely targeted because they contain all of an individual's personal information: finances, social security number, health information, and family information. This gives thieves more potential uses for stolen information, including applying for credit cards, store accounts, or other lines of credit. Thieves also can use the information to steal healthcare services or fraudulently bill healthcare insurance providers and Medicare/Medicaid.

Victims may not discover information theft for several months—or even years. In some instances, victims have received debt collection efforts for medical services they never received. These are just a few reasons why a medical record can fetch up to \$50 on the black market, while a credit card number may only earn \$5.³

Another example of how valuable a medical record may be: a security firm CEO shared an example of a black market advertisement to sell ten Medicare numbers: "It costs 22 bitcoin—about \$4,700 according to today's exchange rate."⁴

The transition to electronic health records has given criminal hackers more opportunities to steal medical records. The chief information officer for a hospital system in Salt Lake City states his hospital system "fends off thousands of attempts to penetrate our network each week."⁵

Ease of access also is a factor. Some hospitals and healthcare providers are using systems that have not been updated in more than ten years.⁶ While organizations rush to prepare for ICD-10 implementation and meaningful use, cybersecurity may be falling through the cracks. Many healthcare systems "do not encrypt data within their own networks."⁷ Once a hacker penetrates whatever security the system does have, the unencrypted information is there for the taking.

Electronic medical devices offer a way in

Cyber criminals sometimes use medical devices to access a hospital's or facility's network. Medical devices rarely contain the information criminals are looking for; however, they can use these devices as an "entry and pivot point in the network."⁸

When cyber criminals break into a network, they can access virtually any information the facility has stored electronically. Not only do they target patient records, cyber criminals have been known to target research data, trigger system malfunctions, or deploy ransomware. Ransomware is a type of software that holds electronic information hostage until the owner pays a ransom to get it back (much like a kidnapping).⁹

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A recent example is a hospital that discovered three blood-gas analyzers infected with malware. The devices contained a “firewall, heuristics-based intrusion detection, endpoint security, and antivirus tools—as well as an experienced security team.”¹⁰ The firewalls and security were purportedly managed by the manufacturer’s IT security team.¹¹ It’s not uncommon for device manufacturers to prohibit a hospital’s IT security team access to the internal network of the devices they sell.

Not only do medical devices potentially offer access to a hospital’s network; hackers also could manipulate and affect patient care. A recent article points out the possibility that a hacker could “gain control of the devices remotely and ... instruct an infusion pump to overdose a patient with drugs, or forc[e] a heart implant to deliver a deadly jolt of electricity.”¹² The Department of Homeland Security (DHS) is currently reviewing infusion pumps and implantable heart devices for potential security issues.

Another example of cybercrime is hospital data “being siphoned out and sent to a location in Guiyang, China.”¹³ This resulted from a hospital employee inadvertently downloading a malware infection by visiting a malicious website. This provided the attackers remote access to the network, which they used to insert a backdoor on the hospital’s picture archive and communications system (PACS).¹⁴

Lessons learned from a DDoS attack

DDoS stands for distributed denial-of-service. These cyber attacks infiltrate computer networks with the sole purpose of disrupting normal business operations and creating havoc. Hackers who initiate these attacks often justify their actions as social activism. Examples include: preventing patients from accessing a hospital’s website, keeping clinical staff from sending and receiving emails, disrupting eprescribing systems, or general disruption of a hospital’s network.

Boston Children’s Hospital fell victim to a DDoS attack in March and April of 2014. The hospital received advanced warning and immediately convened their incident response team. They also employed a third-party IT team. At the peak of continuous attacks, the hospital “took down all websites and shut down email, telling staff in person that email had been compromised. Staff communicated using a secure text messaging application the hospital had recently deployed.”¹⁵ Fortunately, the hospital’s internal networks (such as its EHR) remained uncompromised.

The attack was reportedly initiated by a hacker group known only as “Anonymous.” The group was acting in “response to the hospital’s diagnosis and treatment of a 15-year-old girl removed from her parent’s care by the [state].”¹⁶ The hospital was able to avoid significant damage and disruption by being proactive and taking the threat seriously.

The hospital’s CIO and Senior VP for Information Services identified **six lessons learned**:

1. Develop DDoS countermeasures;
2. Be familiar with your electronic systems and know which ones depend on external internet access;
3. Have an alternative to replace email communications;
4. When dealing with a security threat, push security initiatives and don’t make excuses (the hospital shut down email communications, eprescribing, and external-facing websites);
5. Secure teleconferences; and
6. “Separate signals from noise.” Amid the Anonymous attack, several staff members reported strange phone calls from a number listed as 000-000-0000. At the time, it was hard to tell if this was related, and it made the whole incident that much harder to manage.¹⁷

Email can be risky

Phishing emails are popular with hackers and other cyber attackers. These emails typically prompt the recipient to click on a link to access purportedly important information. When the recipient opens the hyperlink or the email itself, the hacker gains access to the computer. Once in, they can install malicious software, steal information, or access the network the computer is attached to.

Certification Schedule

CRCS-I and CRCS-P

September 1, 2015	Registration deadline for November 2015 Exams
November 9-20, 2015	Exam period
December 1, 2015	Registration deadline for February 2016 Exams



2015 AAHAM ANI

"The Wonderful World of Revenue Cycle"

This year we have three dynamic keynote speakers; Chris Blackmore, "Positive Patient Experience", Christie Ward, "Affecting Positive Change: Create a Workplace that Works for Everyone", and Paul Miller, our Congressional Liaison, will also provide his annual Washington 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. ▲

September Meeting - EMV (Chip Card) and Medical Payments

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

Hospitals, clinics and doctors' offices need to become aware of the looming October 1, 2015 shift in liability for businesses that are not in compliance with new EMV card payment standards. The new EMV standards affect every business that accepts credit or debit cards as a form of payment. The implementation of new EMV standards for credit and debit cards has been underway for some time now, but most businesses who accept these types of payments are not currently EMV compliant and may not even understand the requirement.

Derek DePuydt, will provide important details about EMV compliance and its financial impact, including:

- What EMV is and what the new compliance standards mean
- What the EMV standards implementation timeline looks like
- How the EMV standards will improve payments security
- What changes will be required for equipment and software used in accepting payments
- What the "shift in liability" means for the business offices of medical providers
- What the implications are for businesses that are not compliant by October 1, 2015
- How to ensure that everything that can be done, is being done to prepare for EMV compliance

With our in-depth knowledge of the world of electronic payments and our experience serving the financial needs of medical providers, we can provide an interesting and insightful presentation on EMV for your attendees. ▲

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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So, what does a phishing email look like? They typically include:

- Poor grammar;
- Misspellings;
- Threats—such as stating your information has been stolen and providing a link to file a report;
- Hyperlinks that appear to link to a trusted site, but actually redirect you elsewhere (check the address by hovering your mouse over the hyperlink to reveal the actual web address); and
- Recognized logos and design that mimic legitimate businesses.¹⁸

What can you do to safeguard your network?

When implementing or updating an EHR system or purchasing a medical device, talk to the vendor about cybersecurity. Ask whether the stored information is encrypted. It also is a good idea to determine if or when the vendor will provide security updates.

Organizations may need to “invest more money and employee talent in shoring up the walls around their electronic data.”¹⁹ Cybersecurity is a highly specialized area that requires expertise. Your EHR vendor may be able to provide some assistance in this area, but remember their expertise is creation and functionality. Hiring in-house cybersecurity experts or contracting with a cybersecurity firm specializing in this area may be best to protect your organization and your patients.

Several organizations offer guidance and resources on cybersecurity, including: Department of Homeland Security, American Hospital Association, Centers for Medicare & Medicaid Services, and National Institute of Standards and Technology (NIST). Their web addresses are included in the endnotes of this article.²⁰ These are just a few of many resources available to assist with cybersecurity.

Specifically, NIST has developed a “Framework for improving critical infrastructure cybersecurity.” Healthcare is considered part of the critical infrastructure of the United States; therefore, the “framework” is intended for hospitals and other healthcare facilities. It provides “global standards, guidelines, and practices to enable critical infrastructure providers to achieve resilience.”²¹ While the framework is currently a voluntary guide, some argue it should become mandatory. You can access it online at NIST.gov.

Tips to Reduce Risk:

- **Be proactive**—Chances are good that your facility will face a cyber attack within the next five-to-ten years. Implement cybersecurity to make it tougher for hackers to access your network. Review the National Institute of Standards and Technology²¹ framework to help determine whether your cybersecurity is sufficient.
- **Have a plan**—The most important tool in your cybersecurity tool box is a plan of action that covers all aspects of your facility’s network (not just your EHR and website).
- **Train**—Ensure all staff know what to do if they suspect a cyber breach has occurred, including: who to contact, their roles, and all steps for which they are responsible. Educate staff about how to identify malicious or phishing emails. Consider activating your incident response system and conducting mock drills to better familiarize all staff in how to handle a cyber attack.
- **Get help**—Sometimes cyber attacks are so advanced your internal IT team will not be able to thwart them. Know who you are going to call for assistance, and be sure they are available at a moment’s notice; time is truly of the essence when battling cyber attackers.

Despite your best efforts, you may be subject to a large-scale breach. Consult your insurance agent or representative to determine whether your facility has adequate cyber liability coverage. This is an important part of your preparation. ▲

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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 Becky David at

BDavid@WaverlyHealthCenter.org with ideas. ▲

Certification Passed Exams – CRCS-I, P

Submitted By: Sarah E. Sumpter, CRCS-I / P, CRCR

Congratulations to the following people on their recent certification testing! These folks were successful in obtaining their CRCS-I Certification. 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	
Catherine Baudler	Avadyne Health	Violeta Camargo	Avadyne Health
Mira Crncevic	Avadyne Health	Allison Cole	Avadyne Health
Tonya Eckert	Avadyne Health	Shawna Comer	Avadyne Health
Deborah Farnsworth	Avadyne Health	Timothy Gentry	Avadyne Health
Amanda Hutchison	Avadyne Health	Heather Lloyd	Avadyne Health
Jessica Moriarty	Avadyne Health	Christina McMahon	Avadyne Health
Leanna Reams	Avadyne Health	Patricia Oxenford	Avadyne Health
Elizabeth Robbins	Avadyne Health	Kristen Parks	Avadyne Health
Jessica Schmitz	Avadyne Health	Caitlin Smith	Avadyne Health
Desiree Shean	Avadyne Health	Jordan Songer	Avadyne Health
Angela Alton	UnityPoint Health	April Snell	Avadyne Health
Jenna Aylesworth	UnityPoint Health	Wendy Brewer	UnityPoint Health
Jenna Baker	UnityPoint Health	Will Darr	UnityPoint Health
Katie Baldon	UnityPoint Health		
Jim Byers	UnityPoint Health		
Mark Capati	UnityPoint Health		
Electra Disbrow	UnityPoint Health		
Carrie Eakle	UnityPoint Health		
Virginia Flores	UnityPoint Health		
Shawwna Freeze	UnityPoint Health		
Deb Good	UnityPoint Health		
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Tena Vasquez	UnityPoint Health		
Emily Whitaker	UnityPoint Health		
Katie Wisnousky	UnityPoint Health		
Tracie Woods	UnityPoint Health		



DHS Announces Winning Bidders for Medicaid Modernization Initiative

Submitted By: Laurie Gaffney

DHS Announces Winning Bidders for Medicaid Modernization Initiative: The Iowa Department of Human Services (DHS) has issued a Notice of Intent to Award contracts to four bidders for Governor Branstad's Medicaid Modernization initiative. The bidders announced Monday include:

- Amerigroup Iowa, Inc.
- AmeriHealth Caritas Iowa, Inc.
- UnitedHealthcare Plan of the River Valley, Inc.
- WellCare of Iowa, Inc.

A Request for Proposals for the Iowa High Quality Health Care Initiative was issued February 16, 2015. The state received 11 bids from potential vendors, with one withdrawing, as it moves toward a risk-based managed care approach for Iowa's Medicaid program, which serves about 560,000 Iowans.

This modernization initiative aims to:

- Improve quality and access through better coordinated care
- Promote accountability for outcomes
- Create a more predictable and sustainable Medicaid budget

"This patient-centered approach will mean that Medicaid members get the right care, at the right time, and in the right setting," said DHS Director Charles M. Palmer. "That will lead to a healthier Medicaid population, and that's good news for members and Iowa taxpayers who make this program possible."

The cost of delivering Medicaid has grown 73 percent since 2003 at more than \$4.2 billion in the last fiscal year, including \$1.39 billion in state general fund taxpayer dollars. The Iowa High Quality Health Care Initiative allows the state to hire modern health plans to coordinate care and manage spending. Moving to a managed care approach and capitated rate allows the state to achieve the goal of a more stable budget.

"These companies have demonstrated that they can manage Iowans' care so they'll be connected with the services they need to help them lead healthier lives," said Palmer. "Starting January 1, these experienced MCOs are positioned to help us achieve savings at a time when there is an ever-growing demand on our state's medical assistance program."

This new approach for the Medicaid program will be called the IA Health Link. With the announcement of awards, DHS will launch a targeted communications campaign with Medicaid members, stakeholder organizations, providers, and other interested audiences about upcoming enrollment and program activities.

"We'll keep Iowans informed about their choices and how this patient-centered approach can help improve the overall health of the member," Palmer said. "Through the IA Health Link program, we'll improve the coordination of care for Iowans who receive health care assistance and provide greater predictability in Medicaid spending for all Iowa taxpayers."

You can access the RFP on the BidOpportunities website here:

http://bidopportunities.iowa.gov/?pgname=viewrfp&rfp_id=11140

Information about the IA Health Link/Medicaid Modernization initiative, including fact sheets, presentations and FAQs can be found here: <http://dhs.iowa.gov/ime/about/initiatives/MedicaidModernization>. ▲

AAHAM Launches New Version of National Website

AAHAM has launched a very new and different version of our website, www.aaham.org. As technology is ever changing, we felt it was time our website grew up a little bit, not just aesthetically but also in content and functionality. Our goal has always been to provide the highest level of service for our members, and we realized it was time to bring a high level of service to our website too.

Created with the user experience firmly in mind, the website has been designed using the latest technology so the site is compatible with today's browsers and mobile devices.

To improve on our past website we have upgraded many of our current features including our social media plugins, blogs, calendar, member list serve, job line, and photo galleries. Some of our new functions include access to our local chapters via Google map and an integration of our member's only section with our online store.

Your login is your email address and your password is your member ID. That information can be customized at any time should you choose to do so. If you have any issues with logging in, please do not hesitate to contact me at moayad@aaaham.org.

We plan to continue adding content and features to the site and are always interested in your feedback and ideas for the site. ▲





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. ▲

October 18-25 is AAHAM PAM Week

Our theme this year is "You Make a World of Difference"

National Patient Account Management Day will be part of a week long celebration, October 18-25, by hospitals, physician offices and others involved with patient account management to recognize and honor the individuals engaged in healthcare administrative management.

[Please visit the AAHAM online store, AAHAM sells a wide array of products to commemorate this special week.](#)

[Click here to see some of our new products!](#)



Certification – Is It For You

Submitted By: Sarah E. Sumpter, CRCS-I / P, CRCP

Per the AAHAM.org website, “It doesn’t matter whether you are new to the healthcare revenue cycle or are a seasoned veteran, our family of AAHAM certification examinations offer a complete career ladder beginning with the Certified Revenue Cycle Specialist and culminating with the Certified Revenue Cycle Executive. We have a certification that will help advance your career.” Several levels of AAHAM certifications are now available including:

- Certified Revenue Cycle Executive (CRCE)
- Certified Revenue Cycle Professional (CRCP)
- Certified Revenue Integrity Professional (CRIP)
- Certified Revenue Cycle Specialist (CRCS)
- Certified Compliance Technician (CCT)

Let AAHAM help you advance your career and sign up for a certification test.

As a reminder, if certification has been obtained there are two ways to maintain active certification. One method is to retake the certification before the allotted certification period expires. The second method is to be a current national AAHAM member and earn a designated number of CEU’s in the time period following the certification. Recertification CEU forms are available on at AAHAM.org along with recertification policies. Current national members can also check their count of CEU’s at any time on the website. ▲

