

HAWKEYE HIGHLIGHTS



Winter 2008

Presidents Message

Dear AAHAM Member:

I was with my granddaughter after her first week in kindergarten, I asked her how she liked school, and she told me this story. She said the teacher was reading a book to the class about a raccoon that went to school. In the book the raccoon went to school at night and the teacher asked the class why would he go to school at night? My granddaughter raised her hand and said because raccoons are nocturnal. After she told me this story I thought about how much more kids are expected to know when they start school then we used to have to know. This is also true in our jobs. We are expected to know more than ever before and what better place to learn than the AAHAM meetings. We have had great speakers that help keep us up on what is happening in this industry, but we also have the opportunity to meet people with the same problems and challenges we face each day. I have met so many people over the years at different AAHAM meetings and I know I can pick up the phone or email these people and get an answer to a question. This alone is worth the cost of membership to AAHAM.

This is my last President's letter and I want to thank all of you for allowing me to serve as your president for the last two years. I have enjoyed it so much.

I hope to see all of you at the spring meeting!



Respectfully,
Luke Gruber

TABLE OF CONTENTS

WINTER 2008

President's Message	1
Officers and Board Members	2
Red Flag Regulations	3
Board Meeting Minutes	5
Corporate Sponsors	6
2009-2010 Elective Offices	7
Treasurers Report	8
The Great Book Escape	9
Mark Your Calendars	9
Don't Forget AAHAM	10
Website Alert	10

For Corporate Sponsor Program inquiries, contact:

Tara Spidle, Corporate Sponsorship Committee Chair
 1405 NW Church
 Leon, IA 50144
 Phone: (641) 446-2224
 E-mail: tspidle@decaturcountyhospital.org

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

Kristina Gursky, Membership Chair
 I.C. System, Inc.
 444 Highway 96 East
 St. Paul, MN 55127-2557
 Phone: (800) 443-4123 ext 6533
 E-mail: kgursky@icsystem.com

For questions and comments regarding Hawkeye Highlights, contact:

Stephanie Hultman, Publisher
 H&R Accounts/MedPay Management Systems
 1126 Linbud Lane
 Waterloo, IA 50701
 Phone: (319) 240-5306
 E-mail: shultman@hraccounts.com

Diana Hiatt, Editor
 Iowa Health Home Care
 11333 Aurora
 Urbandale, IA 50322
 Phone: (515) 557-3104
 E-mail: hiattdl@ihs.org

Hawkeye Highlights is published three times a year by the Hawkeye Chapter of AAHAM. The statements and opinions expressed represent the attitudes of each author. Readers are encouraged to express their opinions of the written articles. Articles and letters to the editor are subject to editing and condensing.

HAWKEYE CHAPTER ADMINISTRATION OFFICERS & BOARD MEMBERS

Luke Gruber	<i>President / Government Relations Chair</i>
Pam Brindley	<i>Vice President</i>
Kristina Gursky	<i>Secretary & Registration</i>
Connie Dudding	<i>Treasurer</i>
Heather Hulscher	<i>Chairperson of the Board</i>
Elizabeth Baptist	<i>Planning Committee / CPAT- CCAP Regional Training</i>
Laurie Gaffney	<i>Board Member / Hawkeye Website / Hospitality Committee</i>
Tara Spidle	<i>Board Member / Corporate Sponsorship / Hospitality Committee</i>
Diana Hiatt	<i>Board Member / Publication Committee Chair</i>
Dawn Bauerly	<i>Board Member</i>
Melynda Crawford	<i>Board Member</i>
Mike Dobbs	<i>Legislative Chair</i>

Health Care Organizations and Compliance with the FTC's New "Red Flag" Regulations

Written by: Vickie J. Brady and Jonathan J. Wegner

(Copyright Baird Holm LLC; reprinted with the permission of Baird Holm LLP)



Vickie Brady Ahlers

Beginning in November, health care providers may be required to comply with new federal regulations aimed at curbing identity theft. The rules, adopted by the Federal Trade Commission earlier this year, implement the Fair and Accurate Credit

Transactions Act and require that covered companies

establish programs to address potential identity-theft "red flags."

Because the new rules employ broad definitions that extend to non-bank "creditors" and businesses that make deferred-payment sales, any health care provider that establishes consumer or business accounts for recurring payments may be required to establish procedures to prevent identity theft.

Whether your organization must comply hinges on whether it maintains "covered accounts," which are defined as: (1) accounts designed primarily for personal, family, or household purposes that involve or permit multiple payments or transactions; or (2) any other account for which there is a reasonably foreseeable risk to customers or to the safety and soundness of the creditor from identity theft. Your organization should conduct a review of all accounts to determine whether you may be covered by this rule.

Elements of an Identity Theft Prevention Program

Companies covered by the new rules must establish identity theft prevention programs designed to



MedPay Management Systems

Your Revenue Recovery Partners

Call Recording
Credit Reporting
Self-Pay Billing
Litigation/Legal Support
On-line Payments
Insurance Billing & Follow-up

Bad Debt Collections
Bad Check Recovery
Clean-Up Projects
Contract Payment Monitoring
Credit/Collection Education & Training

For additional information contact:

Pam Brindley, CCAE, CHFP, CPAT, CCAT
Account Executive
515-669-9396

Stephanie Hultman, CHFP, CPAT, CCAT
Account Executive / Implementation
319-240-5306

Tom Carpenter
Vice President Sales
515-321-5122


<http://www.hraccounts.com>

"detect, prevent and mitigate" identity theft. To this end, the rules include four major requirements.

1. **Programs must be tailored to potential risks.** Under the new rules, each creditor must assess whether a program is necessary to protect any covered accounts. If the organization determines that a program is necessary, it must establish a written program tailored to the risks facing its accounts.
2. **Programs must be designed to identify and detect "red flags."** Covered organizations must attempt to identify and detect "red flags." A red flag is "a pattern, practice, or specific activity that indicates the possible existence of identity theft." For example, your health organization could be

Continued on Page 4


at risk of identity theft for the purpose of obtaining medical services. If so, your organization must identify red flags that reflect this risk.

3. **Programs must respond appropriately to red flags.** Procedures to detect red flags may include procedures for detecting suspicious transactions, authenticating customer identities, and verifying address changes. When red flags are detected, the program should provide for appropriate responses, such as contacting affected customers, monitoring affected accounts, or notifying law enforcement.
4. **Programs must be appropriately administered and periodically updated.** Covered organizations must periodically review and update their programs to address new risks and changed circumstances. They also must ensure oversight of the program and provide appropriate staff training. 

Examples of identity theft "red flags" common to health care providers:

- **Presentation of suspicious documents:** Social Security or Medicare cards are the same as those submitted by other accountholders or customers;
- **Presentation of suspicious personal identifying information:** A Social Security Number has not been issued or is listed on the Social Security Administration's Death Master File;
- **Suspicious activity related to a covered account:** A suspicious address change is made to a covered account;

Alerts from Consumer Reporting Agencies:

A credit reporting agency provides a notice of credit freeze in response to a request for a credit report. 



Founded in 1992, AHC combines healthcare-focused self pay best practices, legal expertise, advanced technology, and superior claims reimbursement management to provide clients with outstanding results on their most significant receivables management challenges. With over 500 employees—including almost 100 healthcare attorneys.

Hospital and Health System Solutions

Patient Receivable Services

- Early-out Self Pay Call Center Services
- CB Accounts Bad Debt Collection Services
- SONAR - an exclusive process to create annuity revenue from bad debt portfolios aged 2 to 6 years old.

Attorney Leveraged Insurance Services

- Aged Non-Governmental Insurance Programs
- MVA and Workman's Comp Programs
- Problem Claim Denials

*Call today for your
Complimentary Educational Workshop
Onsite at your facility for your Staff.*

*You can reach us at 1-888-858-0116,
www.ahcinc.com ~ tvanmeter@ahcinc.com*

*100% Healthcare and
located in Peoria, IL*



PSB | **PROFESSIONAL SERVICE BUREAU**
Licensed & Bonded Professional Collections

800.388.0013

AAHAM Board Meeting Minutes

September 10, 2008

Hawkeye Chapter of AAHAM Fall Board Meeting

Attendees: Dawn Bauerly, Liz Baptist, Stephanie Hultman, Connie Dudding, Pam Brindley, Luke Gruber, Health Hulscher, Laurie Gaffney, Tara Spidle, Melynda Crawford, Kristina Gursky

Fall Meeting Topics: No new national AAHAM information to report. The Fall 2008 meeting is set. Food and beverage have been finalized. Menu options for upcoming meetings have been presented, but as other options limit the group to one choice changing the menu is difficult. No negative feedback from the last meeting was given. Requested more diet soda.

Discussion of handout materials. Other associations are putting their materials on a website for members to download and print if they choose to use paper. Emails have also been popular. This is in an effort to “go green.” There are some concerns if the information is proprietary, or being able to change the information. Discussed putting on website in PDF format so the document cannot be altered.

Spring Topics: In Spring of 2009 Jerry Bridge may be available. He did a Mission Control workshop with HFMA that was very well received. Steph is working with the HFMA group and we may be able to get him for 2 ½ hours while he is doing another workshop for HFMA. His presentation would be on Productivity and Accomplishments. We will need to figure out his expenses for this. Steph will follow up.

Other Spring of 2009 topics can include roundtables, RAC Audits, Payer Panels. One other possibility is Jim Whicker to update the group on WC-EDI, ICD-10 issues. Concerns Jim is extremely busy. Additionally, Kevin Willis with Administar to discuss MSP issues may be available.

The group will wrap up the Spring 2009 meeting via emails and at the January planning session. May 2009 dates are set for the following:
5/20 6:00 PM Board Meeting
5/21 All day meeting
5/22 ½ day meeting

September 2009 dates are set for the following:
9/23 6:00 PM Board Meeting
9/24 All day meeting
9/25 ½ day meeting

We are going to wait to set the January 2009 planning session. Location will probably be Luke or Heather’s office.

Hospitality Room: Discussion on letting president stay in room, or having president appoint member to stay. Motion made and carried to implement policy of president or president’s appointee to stay in the hospitality suite.

Hospitality rooms have been booked for next year. Heather will review with attorney our need for a liquor liability policy.

Treasurer’s report: \$19,746.63 currently in checking.

Continued on Page 6

Measuring the
Difference.
Delivering
Results.

Providing maximum A/R recovery solutions for the region’s healthcare providers for 5 decades. Unmatched net return, commitment, performance, and service.

Hauge Associates, Inc.
Des Moines Sioux Falls



Setting the Standard In Debt Recovery

Pre-Collect Services	Bad Debt Collection
A/R Outsourcing	A/R Analysis & Consulting
Portfolio Acquisition	Check Recovery Services

(800) 284-3131 www.HaugeAssociates.com

Tara will begin working with corporate sponsors this fall to hit 2009 budgets. Possible new sponsors include CPSI, Express Bill or similar statement companies, VisionShare, AccuReg, Emdeon. We will work to get a commitment now and invoice in January.

Certification updates: 2 individuals passed their CPAMs in the spring. Testing will take place at the end of this month. National is handling technical certifications. Both technical and professional exam rates are growing. Compliance exam is available. \$75 to take, online exam takes approximately 40 minutes.

The Hawkeye Chapter currently has 88 members. Follow up will be done with new attendees to determine if membership opportunity is there.

Election Results will be posted in the next edition of Highlights. Good feedback from processing ballots electronically. Had approximately 50% response rate. National's response rate is about 10%. Results will be revealed during business luncheon tomorrow.

Minutes from the Spring 2008 board meeting reviewed. Motion made and carried to approve minutes.

Last two meetings have had great attendance numbers. Feedback from membership indicates prefer to end on Friday.

Motion made and carried to adjourn meeting.

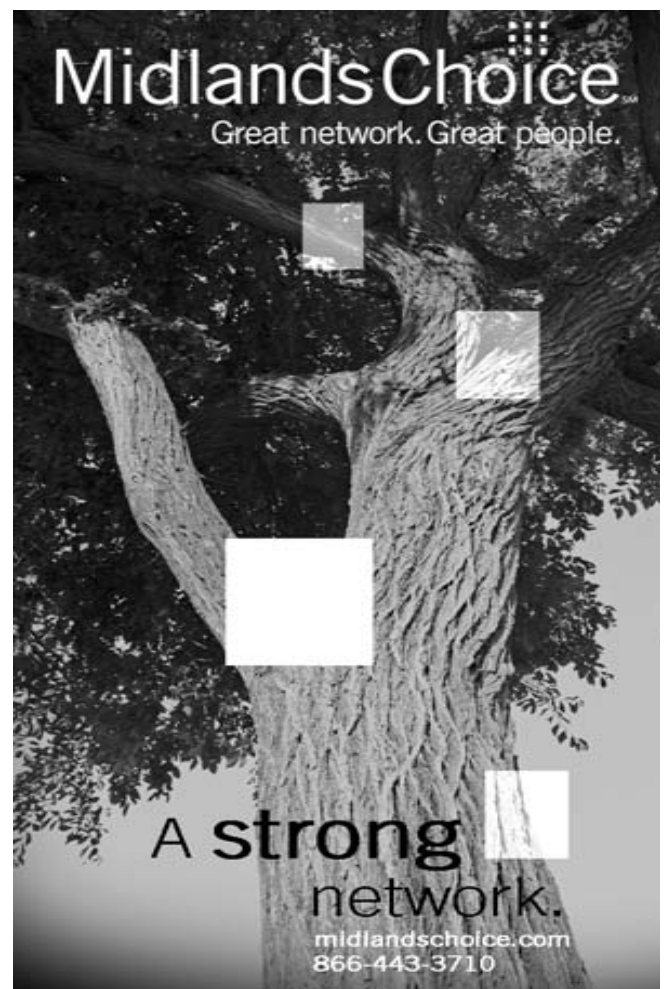


Submitted by:
Kristina Gursky

Corporate Sponsors

The 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** The CBE Group, Inc.
H&R Accounts, Inc. / PMD
CBA / AHC
- Gold** Hauge Associates, Inc.
- Silver** AAMS
General Service Bureau
Midlands Choice
Professional Service Bureau, Inc.



New AAHAM Elective Officers and Board Members for 2009-2010

The following people have been nominated to serve on the Board of Directors for AAHAM for a two year term in the following positions.

Officers

President - Pamela A. Brindley, CHFP, CCAE, CPAT, CCAT, Regional Account Manager, H&R Accounts/MedPay Management Systems/PMD

Vice President - Tara Spidle, CPAT, Business Office Director, Decatur County Hospital

Secretary - Kristina Gursky, CPAT, CCAT, National Healthcare Accounts Manager, I.C. Systems, Inc.

Treasurer - Connie Dudding, Business Office Supervisor, Mary Greeley Medical Center.

Board Members:

Shari Mitchell, Business Office Manager, Greater Regional Medical Center

Vera Cummings, I.S. Manager and Business Office, AP and Payroll Supervisor at Buchanan County Health Center

Carmen Wharton, CPAT, Patient Accounts & Access Information Systems Analyst, Mercy Medical Center – Cedar Rapids

CORPORATE SPONSORS NEEDED

Hello Hawkeye AAHAM Members! I need your help. Many of you may not realize how important our Corporate Sponsors are to the livelihood of our organization. Hawkeye AAHAM has four levels of sponsorship:

- Bronze--\$200
- Silver--\$350
- Gold--\$500
- Platinum--\$750



Oath of Office. Carmen Wharton, Kristina Gursky and Tara Spidle (above).

Connie Dudding, Pam Brindley, Vera Cummings and Shari Mitchell (below).



If you have a vendor that you would like to have sponsor our group, please send their contact information along with the company's name to me at tspidle@d-c-h.org. When your vendor joins us as a corporate sponsor, we will put your name in a drawing for a special prize at the Spring meeting.



Thank you in advance for your participation!!

Tara Spidle

HAWKEYE CHAPTER OF AAHAM

TREASURER'S REPORT FOR PERIOD ENDING: 9/30/2008

BALANCE SHEET

ASSETS:

Cash in Bank	\$15,785.77
Certificate of Deposit	\$7,500.00
TOTAL ASSETS	\$23,285.77

LIABILITIES:

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

EQUITY:

TOTAL LIABILITIES AND EQUITY	\$0.00
-------------------------------------	---------------

OPERATING STATEMENT

REVENUES:

Corporate Sponsors	\$4,150.00
Registrations 2008	\$7,815.00
Registrations 2006	\$313.00
Certifications	\$5.00
TOTAL REVENUE	\$22,118.00

EXPENSES:

Travel	\$4,272.32
Certifications	\$200.00
Web Design	\$910.00
Insurance Bond and Liability	\$721.00
Spring Meeting	\$5,685.55
Fall Meeting	\$5,449.88
Miscellaneous	\$59.98
Membership Dues	---
TOTAL EXPENSES	\$17,298.73

NET INCOME (LOSS) \$4,819.27

BEGINNING CASH BALANCE \$10,968.50

ENDING CASH BALANCE \$15,785.77

OTHER (INCREASE OR DECREASE IN CASH) ---

FUTURE PAYABLES

ACCRUED CASH BALANCE \$15,785.77



Respectfully,

Connie Dudding, Chapter Treasurer

The Great Book Escape

By: Pam
Brindley



Three Cups of Tea One Man's Mission to Promote Peace....One School at a Time


By Greg Mortenson and David Oliver Relin

One of the advantages of road time is listening to books. A good friend in North Platte suggested that I listen to a book called Three Cups of Tea, the story of Greg Mortenson's mission to fight terrorism... one school at a time. Greg Mortenson is the director of the Central Asia Institute. A former mountaineer and military veteran, he spends

several months each year building schools in Pakistan and Afghanistan. He was coming down from a climb- in the Himalaya's and had lost his way and was starving and half frozen, when the people of an impoverished village in Pakistan's Karakoram nursed him to health. He was just a broke mountain climber but made a promise to come back and build them a school. He has now built 55 schools.

In the Karakoram they taught him this;

The first cup of tea you share is with a stranger. The second cup of tea you share is with an honored guest. The third cup of tea you share is with family. Mortenson said they taught him that building relationships is as important as building projects.

This book was so engrossing I missed a couple of exits while listening. If any of you have some great book escapes to share write us and we can make it regular column in our Hawkeye Highlights. 

Mark Your Calendars

Spring AAHAM Meeting

May 20-21, 2009

Hilton Garden Inn – Johnston, IA



The CBE Group INC.

HIPAA-compliant bad debt collection services that emphasize respectful, professional communication with patients



Paragon Solutions, Inc.
A subsidiary of The CBE Group, Inc.

Proven first-party early out collections and comprehensive insurance resolution services

For more information, contact:
Mick Staebell, VP, Client Services
Phone: (800) 925-6686
E-mail: mrstaebell@cbegroup.com
www.cbegroup.com



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

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 local chapter records, please contact Kristina Gursky, membership chair, by calling 651-481-6533, or by emailing kgursky@icsystem.com. To update your national file, please log on to www.aaham.org, click on Members Only, and after logging in, click on "Click Here to Update Your Contact Information." You may also fax your change of information to AAHAM, attn: Debra Fernandez, fax # (703) 359-7562, or you may mail your information to:

AAHAM
Attn: Debra Fernandez
11240 Waples Mill Road, Suite 200
Fairfax, VA 22030

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 Laurie Gaffney at Gaffney.laurie@bvrnc.org with ideas.



Early Out Services, Inc.
General Service Bureau, Inc.

- Self Pay Management Programs
- Commercial Insurance follow up
- Bad Debt Recovery

Brad Uhlenhopp
515-223-0343
buhlenhopp@gsbcollect.com
www.gsbcollect.com



BETTER BUSINESS BUREAU
INTEGRITY
AWARD 2007 WINNER
General Service Bureau, Inc.

