

# Hawkeye Highlights

Iowa AAHAM Chapter

Photo By: Steph Hultman

Winter 2012

## Hawkeye Chapter Has Successful 2011



**Tara Spidle**  
Hawkeye Chapter President

**A**s I complete my first year of presidency, I can say it has been a very busy year yet rewarding in so many ways. It seems like it was just last week that I was attending my first national president's meeting in Las Vegas. Over the year, I have had the chance to get to know many members on the national committee. I have also made acquaintances with many of you this year. Volunteerism is so important today. Great organizations like ours cannot survive without fantastic volunteers. We have several committees which could use your help at different times throughout the year. Visit with any board member to learn more.

It is with regret that I must let you all know Kristina Gursky, Vice President, has turned in her resignation to the board. Kristina had taken on a different job with IC Systems this past year. Although we congratulate her on her accomplishments with IC Systems, we will really miss having her on our board. Kristina served as secretary and membership chair for many years prior to VP. Please join me in thanking her for all her years of dedication to the Hawkeye Chapter.

With that being said, I have appointed Mike Dobbs to fulfill the remainder of her term. Beware; if you get the President's Award, you never know what you might be asked to do. Mike has prior experience and will do a great job. Mike has also received a recent appointment on the National AAHAM Board as the Chapter Development chair. Congratulations Mike!

On November 9<sup>th</sup>, we co-sponsored our first meeting with HFMA, HIMSS and IaHIMA. There were 165 people in attendance and it was a great success! The Iowa HFMA Chapter gave our chapter a check for \$850. Our chapter provided help at the registration table (thank you Cristie Knudsen) and also helped to disperse the meeting brochure to our membership (thank you Tyson Seehase). Of course Steph Hultman, HFMA President, was the mastermind for this educational session, and I would like to thank her for allowing us to partner in our first joint meeting!

The Hawkeye Board has created a brand new scholarship program. This will give our members the chance to earn a trip to the ANI education each year rather than through a chance drawing. I would

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### 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 2012.

### HAWKEYE CHAPTER ADMINISTRATION OFFICERS & BOARD MEMBERS

Tara Spidle  
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Connie Dudding  
Lisa Quillen  
Luke Gruber  
Rebecca Gough  
Vera Cummings  
Laurie Gaffney  
Shari Mitchell  
Cristie Knudsen  
Mike Dobbs  
Laurie Gaffney  
Tyson Seehase

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Board Member / Certification Chair  
Board Member / Hawkeye Website / Audit Chair  
Board Member / Newsletter Committee Chair  
Board Member / Corporate Sponsorship Chair  
Board Member  
Legislative Chair  
Hospitality Chair  
Membership Chair

... Continued from Page 1

like to thank Kiel Christensen who brought this idea to our chapter from the Gopher Chapter of Minnesota. Please find an article written by Cristie Knudsen to find out how you can apply for this scholarship. We plan to award the first scholarship in July of 2012.

We are excited about our board's enthusiasm about the 2012 Chapter Excellence application. You will find an article later in this edition written by Lisa Quillen that tells you more information about the Chapter Excellence application process. If you complete a task that you believe would be eligible for recognition, please let Lisa know. This would include things like a letter writing campaign to your local congressman, certification training provided at your own facility or participating in the National AAHAM sponsored webinars.

Remember to ask your vendors to be a sponsor for our Hawkeye AAHAM group. Our sponsors help us to keep our education costs down. If you have a vendor that you would like join us as a corporate sponsor, please contact Shari Mitchell. Once again, we are in a new year. Don't forget to renew your membership. Tyson Seehase can answer any questions you might have.

Thank you everybody for your ongoing support of our chapter. Please keep up with our Hawkeye Highlights, as Laurie Gaffney and Stephanie Hultman will keep you updated on all the new information throughout the next year. You may also find the Hawkeye Highlights online at our website, [www.hawkeyeaaham.org](http://www.hawkeyeaaham.org). Depending on the number of photos in each issue, sometimes our file size ends up being too large to pass through your email. So if you are missing your quarterly issue, look online. Our 2012 meeting dates are set! As always, you may contact me with any questions you might have. ■



Respectfully,

Tara Spidle



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# HAWKEYE CHAPTER OF AAHAM

TREASURER'S REPORT FOR PERIOD ENDING: 10/31/2011

## BALANCE SHEET

### ASSETS:

Cash in Bank	\$21,186.47
Certificate of Deposit	\$7,500.00
<b>TOTAL ASSETS</b>	<b>\$28,686.47</b>

### LIABILITIES:

Payables	\$0.00
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### EQUITY:

<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$0.00</b>
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## OPERATING STATEMENT

### REVENUES:

Corporate Sponsors	\$4,020.00
Interest Income	---
Registrations/Vendor Fair 2011 Spring	\$8,915.00
Registrations/Vendor Fair 2011 Fall	\$5,100.00
Certifications	\$1,080.00
Miscellaneous	\$690.76
Vendor Booth Fees	\$175.00
<b>TOTAL REVENUE</b>	<b>\$20,520.76</b>

### EXPENSES:

Travel	\$4,821.56
Web Design	\$700.00
Insurance Bond and Liability	\$850.00
Spring Conference Speaker Fees	\$718.20
Spring Conference Facility/Hospitality Fees	\$4,228.03
Fall Conference Facility Deposit	\$258.00
Fall Conference Fees	\$4,182.62
ANI Expenses	\$525.22
Miscellaneous	\$1,065.37
Membership Dues	175.00
<b>TOTAL EXPENSES</b>	<b>\$17,524.00</b>
<b>NET INCOME (LOSS)</b>	<b>\$2,996.76</b>
BEGINNING CASH BALANCE	\$18,189.71
ENDING CASH BALANCE	<b>\$21,186.47</b>



Respectfully,  
**Lisa Quillen**  
Chapter Treasurer

# New Scholarship Program ... Earn A Trip To ANI

Submitted By: Cristie Knudsen



Cristie Knudsen

**H**ave you wanted to attend ANI but been unable to budget the expenses? Here is your opportunity to win free registration plus \$300 towards travel/hotel expenses! The board is sponsoring two annual scholarships to ANI. The scholarships will be earned by the two members who accumulate the most points during the year by performing tasks that support and grow the Hawkeye Chapter. Once a member applies for a scholarship (application forms are being finalized and will be posted on the Iowa AAHAM Website), they will earn points based on the following:

- **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 co-sponsored by the Hawkeye Chapter).

Interested? Then apply! Points will only be tabulated for those members that apply. Scholarships will be awarded every year on or around July 1<sup>st</sup>, with the winners notified by July 15<sup>th</sup>, and will be based on the points earned in the previous July 1 through June 30 year. In the event of a tie, the winner will be selected by a random drawing. We are so excited about these scholarships that we are going to award our first ones July 2012, based on points earned during the six months from January 1 through June 30, 2012. The scholarship application will soon be posted on the Hawkeye Chapter website (<http://www.hawkeyeaaham.org/>). So, sharpen your writing skills, recruit your co-workers, attend those meetings and you may be on your way to the National meeting! ■

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Stephanie Hultman, CHFP, CPAT, CCAT  
Account Executive, Implementation Coordinator  
866-812-2149  
[SHultman@avadynehealth.com](mailto:SHultman@avadynehealth.com)



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## 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.

<b><u>Platinum</u></b>	Avadyne Health CBE Group, Inc.
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## 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 Tyson Seehase, Membership Chair by calling 515-225-7967 ext. 4, or by emailing him at [tseehase@aamsonline.com](mailto:tseehase@aamsonline.com). ■

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## Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at [www.hawkeyeaaham.org](http://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 Vera Cummings at [vcummings@bchealth.info](mailto:vcummings@bchealth.info) with ideas.

# Reflections... 2011 AAHAM ANI

Submitted By: Laurie Gaffney



Laurie Gaffney

I really enjoyed my time in Las Vegas for the 2011 ANI. Of course, Vegas is my favorite vacation spot so that helped make it easier to decide this was the year to attend. It is a great way to meet new peers and also vendors during the vendor fair. Majority of the sessions I attended were very informative and I could bring back a tip or two to implement on the job. The session that I want to tell you about was called “The Perfect Storm is About to Hit the Revenue Cycle”. It was presented by a husband and wife team who do many speaking events together. They discussed 4010 versus 5010, healthcare reform, Electronic health record and ICD 10. I think I learned the most about the charges coming with ICD10. I realized how very important documentation in the chart by clinicians will be as the codes will get down to the nitty gritty details. Thinking about a MVA-what were the details of the accident-was the patient on their cell phone talking or texting or the patient who is hit by a ball-what kind of ball? Who is going to ask for that kind of information? The speaker gave some tips to think about prior to Oct 2013 such as getting as many claims coded and out to the payers for service dates prior to Oct 1<sup>st</sup>. Cash flow will be affected as coders who are still learning will take longer to code a chart, payers may not be ready for the upgrade and many other things to consider. Many of us probably think that this is a HIM or coders concern but it will affect many many depts. in our facility. If you haven’t put together an ICD 10 team, now might be the time to start. Sounds like education will be key. ■



The Iowa Hawkeye Chapter won the 3<sup>rd</sup> Place Award for Chapter Excellence at the October 2011 AAHAM ANI. Pictured are 2011 AAHAM National President, Lori Shoaf; Hawkeye Chapter President, Tara Spidle; and Laurie Gaffney.

# Chapter Excellence Information

Submitted By: Lisa Quillen



Lisa Quillen

**T**he **Chapter Excellence Award** is designed to recognize and reward local AAHAM chapters for excellence in pursuing the goals of the American Association of Healthcare Administrative Management. For the purpose of this award, program excellence is defined as outstanding, innovative and balanced performance in:

- Programs and activities in support of AAHAM's mission
- Education programs
- Professional development
- Membership development

From the Hawkeye Highlights fall edition, it was noted that the Iowa Hawkeye Chapter tied for 3<sup>rd</sup> place. This was the first time our chapter has filled out the application. The more I gathered information for the application the more I found that most of the activities we already do or have done. It's just a job of tracking and reporting, but also there were a few items we have not done. It's a matter of setting a goal and completing the task. The application is divided into four sections.

The first is Programs. Programs are articles published in the national newsletter, being a part of the national board of directors and involvement in Government and Legislative issues.

The second section is Education. This is workshops, seminars and publishing our local chapter's newsletter.

Third is Professional Development. Professional Development is growth from certification programs including professional and technical. Study sessions for the CPAT and CCAT are also included in this category.

The last section is Subjective Chapter Activities. Social activities are included in this section along with charity work.

The application is available on the National AAHAM website at [www.aaham.org](http://www.aaham.org). Any activities that anyone has done or has ideas for please let me know. From completing the application, I found it is much easier to gather information as you go than to do it all at once. I believe our chapter can come in first place in our division, and with your help or suggestions, we can do it. ■

# Meet Our Hawkeye Chapter AAHAM Leadership

Submitted By: Stephanie Hultman, CHFP, CPAT, CCAT



Legislative Chair  
Mike Dobbs

**M**ichael Dobbs, FHFMA, CPAM is currently the Business Office Director at Marshalltown Medical & Surgical Center in Marshalltown. Mike earned his Bachelors Degree from Buena Vista University in Storm Lake, IA and was previously employed by Iowa State University as a trainer for the State of Iowa, specifically working on healthcare projects. Mike has experience working with accounts receivable management firms and was employed for 13 years as the Business Office Director at Mary Greeley Medical Center in Ames. He has served as the Hawkeye Chapter Treasurer, Vice President, President, and Board Chair. He currently serves as Chapter's Board Advisor, Legislative Chair, and as the National AAHAM Chapter Development Chair.



Publisher  
Hawkeye Highlights  
Stephanie Hultman

**S**tephanie Hultman, CHFP, CPAT, CCAT is currently the Account Executive / Implementation Coordinator for Avadyne Health (formally H & R Accounts, Inc.) out of Moline, IL. Steph earned her Associate of Arts Degree from Hawkeye Community College in Commercial Art. She has been involved in some type of healthcare her entire career and currently holds the AAHAM Technical Certifications of CPAT and CCAT and the Certified Healthcare Finance Professional (CHFP) certification from Healthcare Financial Management Association (HFMA). Steph is the 2011-2012 President of the Iowa Chapter of HFMA, on the MHA Advisory Committee at Des Moines University and has been the publisher of the AAHAM Hawkeye Highlights for the past 6 years. In her free time Steph enjoys traveling, photography, golf, reading, Iowa Football, the Minnesota Vikings and watching her niece Kelsey participate in volleyball and softball around the state of Iowa.



Membership Chair  
Tyson Seehase

**T**yson Seehase, is the Director of Business Development for AAMS in West Des Moines, Iowa. Tyson has been in this position for just over two years. He enjoys building and maintaining strong relationships with colleagues in the healthcare field and has a number of years of previous sales and marketing experience in a commercial financial setting. Tyson is actively involved in two organizations as part of his responsibilities at AAMS – AAHAM and HFMA. He is the Membership Chairperson for AAHAM and in this role his focus is increasing membership by marketing AAHAM to new and existing members. For HFMA, he is the Hospitality Chairperson. In this role, Tyson plans various fun events that allow conference attendees to network with others and provide team building exercises to help them grow their connections in the healthcare industry. He is married to Sarah and has two children (Calli – 5, and Miah – 2). Sarah is a Pediatric Nurse Practitioner in the Emergency room of a local hospital. ■

# Take Away From 2011 AAHAM ANI Conference

Submitted By: Sara McClure, CPAT



**Sara McClure**

**W**hile at the AAHAM conference in Las Vegas, I attended a very informative break-out session titled, **ELIMINATING WASTED TIME AND EFFORT** or **WHERE DID MY \$#%@! DAY GO???** The presenter was Daniel Markovitz. His advice was to process your incoming “stuff” with the 4 D’s.....

1. Dump-can’t do it,
2. DO-3-4 minutes and do it right now,
3. Delegate-early and often
4. Designate (now) instead of later.

He also suggested to live in your calendar, not within your inbox. He demonstrated how to right click on a message and then move the item to your calendar along with a due date. He emphasized to avoid self interruptions until your task has been completed. He told the group that we get small interruptions every 3 minutes and a large one every 11 minutes in our day. It then takes you 25 minutes to get back to the task you were working on and 40% of the time we never get back to that first one. He also recommended that you do the most painful/crappy tasks first thing in your day otherwise we have a tendency to procrastinate and put it off. He related that many times staff come to our door for the dreaded “QQ” or quick question which can take a lot longer than a ‘quick answer’. To quote the man who invented Management....”to be effective, every knowledgeable worker needs to dispose of time in fairly large chunks. To have small dribs and drabs of time at his disposal will not be sufficient even if the total is an impressive number of hours.”

Check out his website [www.timemanagement.com](http://www.timemanagement.com). You can sign up for his email newsletter as well.

It was some very interesting concepts and I enjoyed his no nonsense delivery of the material. ■

## 2011 Hawkeye AAHAM Chapter - New Members

Submitted By: Tyson Sechase

Dawnita Anderson, CPAT, CCAT  
Karen Collins, CPAT, CCAT  
Audra Ford, CPAT, CCAT  
Mizra Gonzales  
Becky Johnson  
Gail Linderblood, CCAT  
Richard Montest  
Karol Moore, CCAT  
Jaret Morlan  
Mary Phipps, CPAT  
Melissa Puck  
Julie Resch, CPAM  
Joyce Schorg  
Marilyn Schulte, CPAT  
Pamela Scott  
Stephanie Stoll, CCAT  
Rhonda Webber  
Kayla Weihs, CPAT

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Mercy Hospital  
Boone County Hospital  
Manning Regional Healthcare Center  
Lakes Regional Healthcare  
Veterans Memorial Hospital  
Mercy Medical Center  
Genesis Health System  
Boone County Health  
Putnam County Memorial Hospital  
Myrtue Medical Center

# Hawkeye AAHAM

## Board / Planning Meeting

### Minutes

Date: September 14, 2011 5:30pm

Location: Hilton Garden Inn

Roll Call: Luke, Tara, Rebecca, Cristie, Kiel, Laurie, Connie, and via phone Steph

Called to Order: 5:44pm

#### Presidents Report

- Joint AAHAM/HFMA education event is scheduled for November 9<sup>th</sup> at the Hilton Garden Inn. This event also includes the Iowa Chapters of IaHIMA and HIMSS. Topic is ICD-10 workshop-there will be two sessions; one is a sneak peak at diagnosis codes, and the second relates to procedure coding. Discussion will be around the planning and then the next steps for coders. The speaker will be Barb Bunge who is a certified coder. Cost \$35.00/each or both workshops \$65.00. The sessions will be 9:30-11:30am and 1:30-3:30pm. A brochure will be out by the middle of next week. Our participation in this event will be emailing the brochure out to our membership and assisting with the registration table the day of the workshops.
- Discussion for 2012 meeting dates are:
  - Spring meeting dates May 24<sup>th</sup> and 25<sup>th</sup>; Fall dates September 13 and 14<sup>th</sup>
  - We discussed moving the Spring meeting date into April or earlier in May. There were other organizations meeting in April. The hotel was not available earlier in May

- Secretary's Report-Approved, Luke 1<sup>st</sup>, Cristie 2<sup>nd</sup>
- Election results-Rebecca Gough and Sara McClure were elected to the open board positions. Lynn Wright and Mary Jo Fisher both had several votes as well
- Discussion was held regarding asking Lynn and Mary Jo to help with some committees

#### Treasurer's Report

- Cash in Bank \$24,653.79, Approved, Rebecca 1<sup>st</sup>, Cristie 2<sup>nd</sup>.

#### Vice President's Report

(Given by Tara Spidle)

- Fall Meeting-Fall meeting agenda was fully reviewed. Meeting set to begin at 8:30am. Shari will introduce sponsors, Rebecca will ask for certified members to stand, and Luke will introduce first speaker.
- Hospitality-Kiel and Laurie reported snacks, beer and soda will be provided.
- Discussion centered on why our attendance may be down. Plan to follow up with a survey after the meeting. Maybe a phone survey instead of the survey monkey. Luke will come up with some questions that we can ask.
- Spring meeting topics-Jeanne Scott or Paul Miller to present. We still need topics. We can ask members what they want to hear. Board had discussion on private pay, Financial Assistance policy, workers comp (someone from the commissioner's office), possibly someone from the Insurance commissioner's office.

...Continued on Page 9



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... Continued from Page 8

### Membership

111 members with 18 being new members.

### Certification

11 people passed CPAT and CCAT.

### Corporate Sponsorship

Six vendors will be set up in the foyer. Set up time is 7:00am. Shari will help with set up if necessary. Need to develop guidelines for cancellation in case we have vendors that want to come and space is limited.

### Hawkeye Highlights

October date for publication-2<sup>nd</sup> or 3<sup>rd</sup> week. Chapter operations state treasurer's report needs to be sent out each quarter. Our bylaws state we will send out 4 newsletters each year. We should have a committee together to design the highlights so we can get more articles. We will complete our section on bios of board members in October and committee members in December.



**DATA SYSTEMS GROUP**  
Direct Revenue Cycle Software Solutions

Steph and Laurie will try to make a checklist of items that need to be in the publication each time. Steph should not have to collect and put it together. We need some volunteers to help. Mike has proclamation and photo for the October publication. Minutes and update on certification can be recurring topics.

### Website

Link has been established for the meeting materials. It was emailed out early in the week.

### New Business

#### Scholarship program

Kiel gave us some information on the Gopher Chapter's program. Discussed different ways members could earn points throughout the year. Laurie asked about tracking all the points. We would need to figure out the point system. Could be something like: Write or submit an article is 3 points, referral is 2, attend a meeting is 1. Discussions was would we be going back and count all meetings? Would members be able to achieve points for other meetings that they attend? If they submit an article and it is not published we should still give them the points. If there is a tie, we would draw. Need to put it all together and make sure everything is laid out. Have to credit where the material came from. Members have to apply. Tabled till November planning meeting due to time constraints.

### Old Business

Chapter Excellence Application - we will receive information back in October.

### Adjourn

At 7:26pm. ■



Respectfully,  
**Connie Dudding**  
Chapter Secretary

# ICD-10 Workshops Successful

Submitted By: Stephanie Hultman, CHFP, CPAT, CCAT



Stephanie Hultman

The ICD-10 Workshops held this past November 9<sup>th</sup> were a huge success; even the first winter storm of the season didn't stop the registrants from attending!! This was a joint educational event held in conjunction with the Iowa healthcare industry chapters of HIMSS, AAHAM and IaHIMA.

Our speakers for the event were Joanne Becker, RHIT, CCS, CCSP, CPC, CPCI who is the Associate Director, Joint Office for Compliance at the University of Iowa Hospitals and Clinics and Barbara Bunge, RHIA, CCS, CCS-P who is a Coding Compliance Auditor and Consultant with HIM Consulting.

The program objective was to offer a low cost educational opportunity on the ICD-10-CM/PCS systems geared toward HIM professionals, coders, and managers/supervisors of coders; providing tools to help evaluate a facilities readiness and areas of strengths and weakness in order to prepare for the upcoming transition to ICD-10-CM/PCS.

Our total attendance for the workshops was 162 which surpassed our expectations! The feedback from those in attendance was very positive and we are investigating other educational opportunities, so stay tuned.

On behalf of Iowa HFMA, HIMSS, AAHAM and IaHIMA we want to thank all of you that participated in this event! We hope you found the educational experience as positive as the comments we heard were. ■



ICD-10 Workshop speakers: Joanne Becker and Barbara Bunge.

## Thank You - Kristina Gursky...



The Hawkeye Chapter would like to thank Kristina Gursky for all her dedication and hard work put forth for our group since joining us back in October of 2001. During her time with AAHAM, she served as Membership chair, secretary and most currently Vice President. She became CPAT and CCAT certified while a member. She has resigned as VP due to a change in her position at IC Systems but is hoping to stay on as a member. She always kept on top of all her job duties and was the smiling face at the registration table for many meetings. Thank you Kristina!! ■

# Can We Make A Difference?

Submitted By: Mike Dobbs, FHFMA



Mike Dobbs

**N**ational AAHAM has worked hard over the past years to have their voice heard on Capitol Hill. Close to a hundred AAHAM members from many states travel to DC each year to meet with their State's Senator or Representative and discuss healthcare issues... hoping to make a positive change. This work has proven to be rewarding, as it is apparent that AAHAM has become an organization that is taken seriously when healthcare issues are discussed. The next Legislative Day is April 11<sup>th</sup> and 12<sup>th</sup>, 2012 in Washington, DC.

The Hawkeye chapter has committed to this lobbying by sending four members to DC each year. As we continue to look at national issues that affect all chapters, it is equally important to think about local issues that may affect our facilities as much as any national issue. An important benefit of our chapter is our networking and having someone to call to discuss an issue or a problem that needs an answer. There are issues though that may need someone's attention in local government to help solve. I would like our members to give some thought on how we can build a state level lobbying effort and begin to build relationships with our local representatives. We may want to consider a letter writing campaign or even an email campaign that addresses an issue we feel should be looked at. The Iowa Hospital Association already speaks on our behalf on many issues and we may have an opportunity to coordinate with them if we both feel it would be beneficial. Some of you may know your local state Senator or Representative and may be able to contact that person on our chapter's behalf.

I am attaching a link that lists Iowa's Senators and Representatives and the district they represent. Please look this over and give some thought to how the Hawkeye Chapter can begin to build a program that gets our collective voice heard. <http://www3.legis.state.ia.us/ga/legislators.do> ■

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# Creating Exquisite Patient Experiences...

## Review of Bobette Gustafson's Presentation

Submitted By: Tara Spidle



Tara Spidle

While attending the ANI in Las Vegas, I took the opportunity to attend a session presented by Bobette Gustafson of Gustafson and Associates, Inc. Her topic title was “Growing Market Share and the Bottom Line by Creating Exquisite Patient Experiences at Every Touch-Point and Eliminating Avoidable Costs”; a presentation centered around putting all your focus on pleasing the patient.

Ms. Gustafson explained four important factors in growing your staff 1) people must know their job, 2) they must have the tools to do their job, 3) staff should be passionate about doing their job, and 4) they should be held accountable for their actions while completing the job.

An interesting point made by Gustafson early in the presentation was “culture can be sensed without words ever being said.” She shared stats that an individual has the potential to generate \$193,000 in net revenue over a lifetime. The average household size is 2.7 making one family’s potential \$521,000. Her point was it is very important to create loyalty with your patient.

Items presented to “wow” your customers were things such as noting in your system how to pronounce your patient’s name and how they prefer to be addressed. Note how your patient prefers to receive appointment reminders, such as via email, text message or phone call. One-to-one financial education is important for growing patient loyalty. Other items we may not think about in our smaller facilities were valet parking, offering childcare during the patient visit, and transportation assistance.

Much of what was presented centered on creating and building our Customer Relationship Management skills. As providers, we have to master listening skills, be aware of our patient’s personality, and be able to resolve conflict with our customers. We have to develop “team leaders” regardless of their official position. Staff needs to become naturally caring, compassionate and empathetic.

Ms. Gustafson promoted use of patient surveys of the revenue cycle. A patient’s real hospital experience is not complete once the bill is paid. It is important to survey the patient so they may suggest improvements in your revenue cycle or give you the chance to mend the customer relationship if necessary. In the end, we must strive to make our patient’s experience one that creates loyalty to our organization. Remember, one patient has the potential to generate \$193,000 in revenue over a lifetime. ■



Brad Uhlenhopp at the 2011 AAHAM ANI Vendor Hall.

# Certification Passed Exams – CPAT and CCAT

Submitted By: Rebecca Gough, CPAM

Congratulations to the following people on their recent certification testing! These folks were successful in obtaining their CPAT and CCAT Certifications. The exams were taken this past November - Congratulations on a job well done!!

Passed CPAT Exam in November		Passed CCAT Exam in November	
Patricia Davis	Jefferson County Health Center	Desiree Shean	PMD
Shari Davis	Jefferson County Health Center	Laurel Walkowiak	PMD
Patricia Sheetz	Jefferson County Health Center		
Anne Marie Mankin	Madison County HealthCare System		
Susan Mitchell	Mercy Medical Center		

## Upcoming Certification Testing Dates

February 2012 Technical Exam Period  
February 13-24, 2012

March 1, 2012  
Application Deadline for  
April 2012 Professional Exams

March 1, 2012  
Application Deadline for  
May 2012 Technical Exams

Spring 2012 Professional CPAM/CCAM Exam Period  
April 23-28, 2012

May 2012 Technical Exam Period  
May 14-25, 2012

## Mark Your Calendars

**Spring 2012 AAHAM Meeting**  
 May 24-25, 2012

**Fall 2012 AAHAM Meeting**  
 September 13-14, 2012

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



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