

# Hawkeye Highlights

Iowa AAHAM Chapter

Photo By: Steph Hultman

Winter 2015

Volume 7, Issue 1

## Message from the President.....

**H**ere it is, my very first President's Letter. Reminds me of the first time I dove into the deep end of the pool. I am grateful for the confidence you, our members, have expressed by voting me to this position and I will do my best to meet your expectations.

It has been a busy time. I attended the National President's meeting in Orlando in January. What a beautiful location! This will be the site of the 2015 ANI, in October, and, based on my experience, the hotel and locale will make this an ANI that you want to attend. At the meeting, I quickly found that the details of operating a local chapter are multiplied at the National level. Thank goodness for the help and support of the National AAHAM staff.

On the healthcare horizon, we continue to experience constant change. We continue to deal with business limitations imposed by the Telephone Consumer Protection Act (TCPA) and are anticipating the changes that will come with 501(r). The alphabet soup continues with the "new and improved" RACs just around the corner and there are many in the industry that would love to strike the letters PQRS from the alphabet forever. And the list just continues to grow.

With a fast-changing environment like this, it is vital that we have a trusted source of information and support, a source that understands the nuances present when providers attempt to take federal and state regulations and fit them into the real world. I have been in this industry for 20 years and have found that AAHAM is a great source of information, as well as a source of contacts when you have that one, really odd question for which you can't find an answer. We have a great membership, consisting of providers and vendors. The only thing that could possibly make it a better group would be growing our membership. If you know of another healthcare revenue cycle person who does not belong AAHAM, please encourage them to join. Have them visit our website for meeting info, board members, and much more at [www.hawkeyeaaham.org](http://www.hawkeyeaaham.org).

I look forward to seeing all of you in May at our Spring Meeting!

Respectfully,

Cristie Knudsen



**Cristie Knudsen**  
President, Iowa AAHAM

# Table of Contents

## Winter 2015

President's Message .....	1
<b>Officers and Board Members .....</b>	<b>2</b>
ANI Scholarship Program Outline .....	3
<b>ANI Scholarship Application .....</b>	<b>4</b>
Legislative Day .....	5
<b>Panel of Payers Event – Spring .....</b>	<b>6</b>
Corporate Sponsors .....	7
<b>Fall Board Minutes .....</b>	<b>8</b>
Corporate Sponsors - Needed.....	9
<b>Certification Updates Announced.....</b>	<b>10</b>
Certification Passed Exams .....	10
<b>Upcoming Certification Test Dates .....</b>	<b>10</b>
Save the Date .....	10
<b>May Meeting Speakers .....</b>	<b>11</b>
Website Alert .....	11
<b>Don't Forget AAHAM .....</b>	<b>12</b>

**For Corporate Sponsor Program inquiries, contact:**

**Melissa Puck, Corporate Sponsorship Chair**

Crawford County Memorial Hospital  
100 Medical Parkway  
Denison, IA 51442  
Phone: (712) 265-2524  
Email: [mpuck@ccmhia.com](mailto:mpuck@ccmhia.com)

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

**Stephanie Hultman, Membership Chair**

Craneware  
1126 Linbud Lane  
Waterloo, IA 50701  
Phone: (319) 240-5306  
Email: [sjhultman@mediacombb.net](mailto:sjhultman@mediacombb.net)

**For questions and comments regarding Hawkeye Highlights, contact:**

**Stephanie Hultman, Publisher**

Craneware  
1126 Linbud Lane  
Waterloo, IA 50701  
Phone: (319) 240-5306  
Email: [sjhultman@mediacombb.net](mailto:sjhultman@mediacombb.net)

**Laurie Gaffney, Editor**

Buena Vista Regional Medical Center  
1525 West Fifth Street  
Storm Lake, IA 50588  
Phone: (712) 213-8678  
Email: [gaffney.laurie@bvrnc.org](mailto:gaffney.laurie@bvrnc.org)

# Hawkeye Chapter

## Officers - Board Members - Committee Chairs

<b>Cristie Knudsen</b>	<i>President</i>
<b>Rebecca Gough</b>	<i>Vice President / Program Chair</i>
<b>Connie Dudding</b>	<i>Secretary / Registration</i>
<b>Carrie Kuennen</b>	<i>Treasurer / Nominating Chair</i>
<b>Luke Gruber</b>	<i>Chairperson of the Board</i>
<b>Becky David</b>	<i>Board Member / Website Chair</i>
<b>Bobbie Jo Harrings</b>	<i>Board Member</i>
<b>Stephanie Hultman</b>	<i>Board Member / Newsletter / Membership Chair</i>
<b>Melissa Puck</b>	<i>Board Member / Corporate Sponsorship Chair</i>
<b>Mike Dobbs</b>	<i>Legislative Chair</i>
<b>Sarah Sumpter</b>	<i>Certification Chair</i>
<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. ▲



**GENERAL SERVICE BUREAU INC.**

**Contact Brad Uhlenhopp**  
for a thorough, no-obligation  
evaluation of your needs and  
requirements.



**Early Out**

Phone: 515-223-0343.  
[buhlenhopp@gsbcollect.com](mailto:buhlenhopp@gsbcollect.com)

*It Pays to be Different!*

[gsbcollect.com](http://gsbcollect.com)



## 2015 AAHAM Annual National Institute (ANI) Scholarships AVAILABLE

The 2015 Annual National Institute will be held at the Walt Disney World Swan and Dolphin in Orlando, Florida from October 14-16, 2015.

Put the date and location in your Outlook Calendar now! The Hawkeye Chapter of AAHAM is sponsoring [2 scholarships](#) to the Annual National Institute (ANI), to be held at the Manchester Grand Hyatt in San Diego, California. The scholarships will cover registration, plus \$300 towards travel/hotel expenses. The scholarships will be awarded based on points earned between July 1st and June 30th. Members can earn points in a variety of ways:

- **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 cosponsored by the Hawkeye chapter).

Points will be tabulated for members that apply and in the event of a tie; a random drawing will be held. Winners will be selected around August 1st and will be notified by August 15th. The Board is excited to be able to offer this opportunity to members.

The ANI always offers informative, timely educational sessions. And the networking opportunities are limitless. So, start reading those industry magazines and refer those articles. Or, get out your pen and author an article on the topic nearest and dearest to your heart. Better yet, attend the Spring Conference in May or one of the joint educational conferences coming up and you may find yourself already on your way to Orlando!! ▲

See the Scholarship Program rules on the next page.

Eagle is a full service agency, concentrating on bad debt, primary placements. *Although most agencies have a plethora of services, we do one thing and we do one thing really well; **collections**.*

#### Reasons why we believe you should choose Eagle:

- ◆ Eagle's healthcare client base equates to approximately 95% of our overall business mix. This high percentage clearly illustrates our long-term focus and dedication to Healthcare.
- ◆ Eagle has a **proven** track record working all types of healthcare accounts...just ask any of our current partners about the job we do for them.
- ◆ Our senior management team consists of individuals averaging more than 25 years experience in the industry. Wouldn't you prefer to place your trust in a company with proven experience?
- ◆ Our Client Services Department has earned a "best in class" reputation over the years.

#### Eagle Recovery Associates

Nancy Vollmer  
V P of Sales

Eagle Recovery Assoc.  
424 SW Washington St.  
Peoria, IL 61602

Phone: 800-906-3210  
Fax: 309-272-1400  
nvollmer@eaglerecovery.net



The  
**HAUGE GROUP**  
Solutions, Service, Synergy.

**HAUGE ASSOCIATES, INC.  
MED-PLAN SERVICES, LTD  
THE BRIDGE SYSTEM**



[www.thehaugengroup.com](http://www.thehaugengroup.com)

**800-284-3131**

# Hawkeye AAHAM Chapter Scholarship Program

## Eligibility:

- Local Hawkeye Chapter member for at least 1 year;
- If not a National member, recipient will be responsible for national dues;
- The President & Chair of the Board are ineligible;
- Points are accumulated for the 12 month period beginning July 1<sup>st</sup> and ending the following June 30<sup>th</sup>

1 Point	2 Points	3 Points
<ul style="list-style-type: none"> <li>■ Every article referred &amp; published in Hawkeye Highlights</li> <li>■ Every new member referred</li> </ul>	<ul style="list-style-type: none"> <li>■ Every article authored &amp; published in Hawkeye Highlights</li> <li>■ Membership on a committee of the board</li> </ul>	<ul style="list-style-type: none"> <li>■ Every AAHAM sponsored meeting attended</li> </ul>

Name: \_\_\_\_\_ AAHAM ID # \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Date	Activity	Points	Verification*

*\* To be completed by the AAHAM Board*

Please submit completed application by July 15<sup>th</sup> to:

- Stephanie Hultman - [sjhultman@mediacombb.net](mailto:sjhultman@mediacombb.net)



## **11<sup>th</sup> Annual AAHAM Legislative Day March 30-31, 2015**

**Hyatt Regency Washington on Capitol Hill, Washington, D.C.**

Represent your facility, your state and your industry at the one political event that directly impacts you, your facility and your bottom-line; AAHAM Legislative Day. Our strong grassroots program creates new opportunities for our industry but we need your continued support! We need you to make the trip to Washington to make a difference in our industry, attendance is limited, so register to attend today. It is all about strength in numbers. The more AAHAM members participate in this effort, the stronger the voice AAHAM will have. Remember, if you don't speak up someone else will.

"AAHAM has really understood the legislative and regulatory process and this is why they have had so much success in the past. AAHAM's leadership has gone the extra mile to ensure AAHAM has a strong voice in Washington" said AAHAM's lobbyist, Paul Miller.

- ✗ Build a strong grassroots network
- ✗ Work hard to influence legislative and regulatory issues facing our industry/profession
- ✗ Secure AAHAM's place at the policy-making table
- ✗ Utilize AAHAM's online advocacy tools
- ✗ Meet face-to-face with your members of the Senate & House
- ✗ Network with decision-makers and your colleagues
- ✗ Make your voices heard
- ✗ Earn 8 AAHAM CEUs
- ✗ AAHAM's annual Legislative Day, brings you face-to-face with the decision-makers in Washington who determine the outcome of our industry's top legislative priorities. ▲

### **Hyatt Regency Washington on Capitol Hill**

400 New Jersey Ave., NW

Washington, DC 20001

[www.washingtonregency.hyatt.com](http://www.washingtonregency.hyatt.com)

For reservations call: 1-888-421-1442

We had several people interested in our Legislative Day Scholarship and in the interest of fairness, our President Cristie Knudsen applied a highly scientific process to select the winner. Each person's name was put on a slip of paper, all uniform size and folded twice. The slips of paper were then vigorously shook and tossed into the air, all at the same time. The slip of paper that landed closest to Cristie was the slip selected. The 2015 winner was **Carrie Kuennen**, the Director of Business Office from Boone County Hospital. There is a very good chance that the Board will be offering this opportunity again next year. Please consider volunteering again at that time. It is a great opportunity. ▲

**PROSOURCE & JCC** J.C. Christensen  
The Professional Outsourcing Solution Accounts Receivable Management  
ARRAY SERVICES GROUP COMPANIES

# All Panel of Payers Event – March 25<sup>th</sup>

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

On March 25th, HFMA, together with AAHAM, will sponsor our spring Panel of Payers at Iowa Methodist Medical Center in Des Moines. This is a popular event that brings together billing and revenue cycle professionals from across the state to learn the latest news from our area payer representatives. It is also a great opportunity for providers to network with one another and discuss various billing and revenue cycle issues.

Anticipated agenda includes updates on the January 1, 2015 changes for the Iowa Wellness Plan, presented by Iowa Medicaid. We will continue the day's presentation with updates from UnitedHealthcare, Meridian, Wellmark, and WPSMedicare.

Again, payers will provide updates on the current state of ICD-10 readiness along with other billing and audit highlights. At the conclusion of the payer presentations, breakout sessions will be held so that providers can meet individually with each payer and ask any additional questions or discuss provider specific concerns. Throughout the day, networking with fellow providers is always much anticipated also.

Please register on-line at: <http://www.hfma.org/Content.aspx?id=27273>

We look forward to seeing you in Des Moines on Wednesday, March 25, 2015!

Iowa Methodist Medical Center  
Education and Research Center  
Kelly Conference Room  
1415 Woodland Avenue  
Des Moines, IA 50309



When your staff works on the Avadyne platform, our services team is ready to back them up "on-demand." It's like having trained FTE's without the overhead.

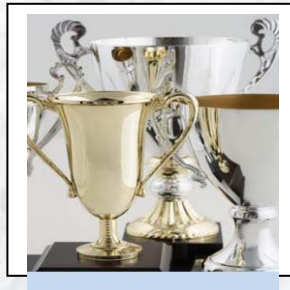
**Because sometimes everyone needs a net.**



Pam Brindley, CHFP, CPAT, CCAT, CCAE  
Account Executive  
515-669-9396 Mobile  
866-812-2149 Toll Free  
PBrindely@avadynehealth.com  
[www.avadynehealth.com](http://www.avadynehealth.com)

**Ground-breaking Technology... Unparalleled Services... Unified. That's a net you can count on.**





## 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.

### Platinum

**Avadyne Health**  
**ProSource Billing /J.C. Christensen & Associates / Array Services**

### Gold

**Credit Bureau Services of Iowa, Inc.**  
**Eagle Recovery Associates**  
**The Hauge Group**

### Silver

**General Service Bureau, Inc.**

### Bronze

**AAMS**  
**CPSI**  
**Merit Billing Service**  
**Professional Services Bureau / MARS, LLC**  
**Relay Health**  
**Passport/Experian Health**



# AAHAM Fall Board Meeting Minutes ...

Hilton Garden Inn  
September 2014

Attendance: Cristie Knudsen, Luke Gruber, Mike Dobbs, Carrie Kuennen , Bobbie Jo Harrington, Connie Dudding, Becky David, Tara Spidle, Rebecca Gough, and Laurie Gaffney

## Presidents Report

Cristie will send out information for a January planning meeting. Should be thinking about committees and possible members. Luke will send Cristie a list of items that she needs to do. Legislative day usually in April.

## Vice President Report

- Spring meeting. May 14th-15th, 2015
  - a. Contacted insurance companies
  - b. ICD 10 update possible.
- Fall meeting. September 17-18<sup>th</sup>, 2015
  - a. Full day for Thursday, moving Wellmark payer to Thursday agenda
  - b. Brian trust lot of discussion in spring for collections ask for good speakers
  - c. Let everyone know that if they have a topic they want to discuss contact us

## Treasurers Report

\$ 24,384.20 updated binder with current chapter information

## Secretary Report

Approval of Spring Board Minutes

## Committee Reports

### Certification.

- August CRCS 7 passed - all from Avadyne. November 30 CRCS
- Study manuals are from 2011 new study guides are \$249.00
- Becky and Connie to order manuals.

### Membership.

- 112 members 16 are new for this year

### Hawkeye Highlights.

- Publish late in November or December and need all contributions in by 1st of November
- Pictures from Fall meeting
- Connie will send January 2014 meeting minutes

### Website.

- 7 years old and we need to upgrade and reformat
- Cost is \$700 to pretty up and new format \$1200
- Benefits:
  - a. Easily to upload
  - b. PayPal could use for meeting registration
  - c. Becky to check out information for new website
  - d. We need to be able to upload ourselves
  - e. Password protect a lot of the upgrade
  - f. Steph could upload the Hawkeye highlights
  - g. Hosting fees will double to 20.00
- Cristie made a motion to upgrade website, was seconded and passed

### Legislative.

- Proclamation signing was done by Governor Branstad. Bigger crowd possibly next year. Legislative day in Spring. Board meeting will be held prior to the leg day. Still working on same issues.

### Corporate Sponsors.

- 18 corporate sponsors and 6 display booths at meetings

*Continued on Page 9...*



...Continued from Page 8

#### Hospitality.

- Refreshments and entertainment
- Need more people on committee possibly

#### Registration.

- 60 registered for meeting

#### **New Business**

Rebecca service project package meals through Heartland. Chapter excellence this would be a good project. Add committee that will submit our chapter excellence. Anyone can turn in a project. Chapter donate a turkey for a project. Involve members to be part of a project.

#### **Election**

Received 25 ballots. Results: Cristie for President; Rebecca for Vice-President, Carrie for Treasurer, Connie for Secretary. Board: Steph, Bobbie, Melissa. Need to appoint someone for Rebecca's position as Certification Chair. Ashlee Allred would like to participate and Audra Ford would like to run.

#### **Old Business**

- Virtual credit cards are being used for electronic payments. Have John come out and give a talk on this.
- Audit of the Treasurer Report was completed by Tara and Rebecca.

Adjourn. 6:15 PM

Respectfully,

**Connie Dudding**  
Chapter Secretary



## Corporate Sponsors ~ Needed

Our Chapter is in need of additional Corporate Sponsors for 2015. Please reach out to your vendors and make them aware of our sponsorship program. Have them contact Melissa Puck at [mpuck@ccmhia.com](mailto:mpuck@ccmhia.com) for additional information.

#### **We offer four levels of sponsorship:**

##### **PLATINUM - Sponsors donate \$750.00**

- 4x8 advertisement in all four issues of Hawkeye Highlights
- Direct linkage to your company's website from [www.hawkeyeaham.org](http://www.hawkeyeaham.org)
- One free registration at any Chapter meeting
- Vendor Booth rate of \$145.00 per Chapter meeting
- 1/2 page product description to be published once a year (AAHAM has editorial rights)
- Your company's name will be announced at each meeting

##### **GOLD - Sponsors donate \$500.00**

- 4x4 advertisement in all four issues of Hawkeye Highlights
- Direct linkage to your company's website from [www.hawkeyeaham.org](http://www.hawkeyeaham.org)
- Vendor Booth rate of \$155.00 per Chapter meeting
- Your company's name will be announced at each meeting

##### **SILVER - Sponsors donate \$350.00**

- 2x4 advertisement in all four issues of Hawkeye Highlights
- Vendor Booth rate of \$165.00 per Chapter meeting
- Listed on [www.hawkeyeaham.org](http://www.hawkeyeaham.org)
- Your company's name will be announced at each meeting

##### **BRONZE - Sponsors donate \$300.00**

- Acknowledged in all four issues of Hawkeye Highlights
- Vendor Booth rate of \$175.00 per Chapter meeting
- Listed on [www.hawkeyeaham.org](http://www.hawkeyeaham.org)
- Your company's name will be announced at each meeting ▲

# AAHAM Certification Update

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

AAHAM announced a new mid-level certification at the 2014 Annual National Institute (ANI) in San Diego, CA, the Certified Revenue Integrity Professional (CRIP). This certification is intended for individuals in the revenue cycle to help ensure that facilities effectively manage their facilities charge master, and bill and document appropriately for all services rendered to a patient. This certification requires an in-depth, working knowledge of various revenue cycle areas and proper skill sets needed to increase revenue and reimbursement for facilities. It also ensures that proper charging takes place to maintain compliance within the insurance payer programs. With the addition of this new certification, AAHAM now offers a complete career ladder, beginning with the CRCS and culminating with the CRCE. ▲

## Certification Passed Exams – CRCP-I

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

Congratulations to the following people on their recent certification testing! These folks were successful in obtaining their CRCP-I Certification. The exams were taken this past November - Congratulations on a job well done!! ▲

Passed <b>CRCP-I</b> Exam in November	
Heather Ernst	Regional Medical Center
Lori Weber	Regional Medical Center

### Certification Schedule

#### CRCS-I and CRCS-P

March 2, 2015	Registration deadline for May 2015 Exams
<b>May 11-22, 2015</b>	<b>Exam period</b>
June 1, 2015	Registration deadline for August 2015 Exams
<b>August 10-21, 2015</b>	<b>Exam period</b>
September 1, 2015	Registration deadline for November 2015 Exams
<b>November 9-20, 2015</b>	<b>Exam period</b>
December 1, 2015	Registration deadline for February 2016 Exams

## Save the Date

2015 AAHAM Hawkeye Chapter Meetings  
**Fall Meeting – September 17-18, 2015**

# Website Alert

The Iowa Hawkeye Chapter is excited to announce our website for members at [www.hawkeyeaaaham.org](http://www.hawkeyeaaaham.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](mailto:BDavid@WaverlyHealthCenter.org) with ideas. ▲



## Upcoming on May Meeting – Program Speakers

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

Greetings, Fellow Travelers!

Do you sometimes feel that in your professional life you are speaking a completely foreign language than the rest of the world? PQRS, 501(r), CRCS, CRCP, CRCE, and all those other acronyms and code words so familiar to us may as well be spoken by someone from another galaxy.

As your newly elected Vice President it's been my task to contact and schedule speakers for our Spring AAHAM meeting. Please join us May 14<sup>th</sup> and 15<sup>th</sup> at Hilton Garden Inn in Johnston. We've got a full 12 hours of fun and education planned.

To begin our Thursday morning, we welcome back John Currier the First Vice President of the National AAHAM organization. He will explain the benefits and problems of using Virtual Credit Cards. Following that he has a fun team building exercise planned.

To finish out the morning we'll have round table discussions. If you have a topic that you want to discuss with your peers, please let me know and we'll have the time for informal groups to brainstorm. We all learn so much from each other.

After lunch Julie Van Pelt with Avadyne will update us on the final regulations of 501(r) and what you can do so that your organization is compliant. Then we'll have an hour with Dale Jordan from BroadPath Healthcare Solutions to learn more about PQRS.

Look forward to greeting you all in person as we travel through this galaxy. ▲





## 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). ▲