

Hawkeye Highlights

Iowa AAHAM Chapter

Winter 2016

Volume 8, Issue 4

Photo By: Steph Hultman

Message from the President.....

Oh my word, this is my last President's Letter! It seems like yesterday when I was writing my first President's Letter! I remember thinking about all the tasks that I would have responsibility for as president. What I didn't know was all the enjoyment I would receive. I have been able to attend ANIs in San Diego and Orlando, President Meetings in Orlando and Las Vegas, and have been to Washington, D.C. on multiple occasions. If you have ever thought about getting involved in the operation of the Hawkeye Chapter, I encourage you to do it! Not only have I gained a much deeper understanding of the problems facing our industry, I have also made the acquaintance of people across the country that are great resources.

This time of year also makes me think of things that I am thankful for. I am thankful:

- ★ That the MCO implementation wasn't worse;
- ★ That I don't have to try to figure out MCO Behavioral Health billing (sorry);
- ★ That I have excellent staff that makes my job so much easier;
- ★ That I have made friends with fellow AAHAM members that are great resources;
- ★ That, at the time I write this, we have yet to have snow; and
- ★ That the new Board President and members coming into office in January are enthusiastic and well-prepared to serve the Hawkeye Chapter.

I hope that you all have a great holiday season. I look forward to seeing you all at our Spring Meeting!

Respectfully,

Cristie Knudsen



Cristie Knudsen
President, Iowa AAHAM

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Hawkeye Chapter

Officers - Board Members - Committee Chairs

Rebecca Gough	President
Audra Ford	Vice President / Program Chair
Becky David	Secretary / Registration
	Treasurer / Nominating Chair /
	and Website Chair
Cristie Knudsen	Chairperson of the Board
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Melissa Puck	Board Member /
	Corporate Sponsorship Chair
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Sarah Sumpter	Certification Chair
Laurie Gaffney	Newsletter Editor
Ashley Allers	Board Member


HAWKEYE HIGHLIGHTS EDITORIAL POLICY & OBJECTIVES

The HAWKEYE HIGHLIGHTS newsletter is published four times annually by the AAHAM IOWA CHAPTER to update the membership regarding chapter and national activities as well as to provide information useful to health care administrative professionals. Opinions expressed in articles or features are those of the author(s) and do not necessarily reflect the views of the Iowa Chapter. AAHAM, the NATIONAL AAHAM organization or the editor. Reproduction and/or use of the format or content of this publication without the expressed permission of the author(s) or the editor are prohibited. © Copyright 2013. ▲



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Hawkeye Chapter Awarded 2nd Place in Chapter Excellence

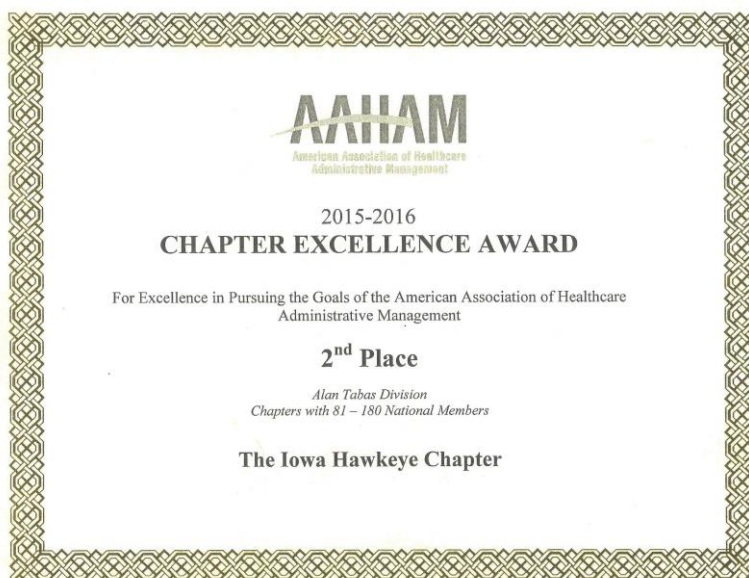
Submitted By: Tara Spidle

National AAHAM recognizes Chapter Excellence at the Annual National Institute (ANI) each October. Chapters are categorized into one of five groups according to the number of members. Four other chapters competed within our category which is the Allan Tabas Division (81-180 members). The application process is fairly lengthy and contains many pieces of information which is outlined below:

- Published articles in national association publications
- Chapter President or proxy in attendance at National Board of Director Meetings
- Hawkeye members participating at National sponsored events (ie, webinars, ANI, Legislative Days.)
- Hawkeye educational programs held throughout the year as well as co-sponsored educational events
- Hawkeye newsletter publications
- Presence of the Hawkeye AAHAM website
- Newly certified members as well as training session hours held
- Retention of Hawkeye AAHAM members and the number of new members
- Circulation and participation of a chapter survey
- Number of Board meetings held
- Chapter members presenting at AAHAM events or promoting AAHAM at other association events
- Community service projects
- Government/legislative involvement by members or chapter
- Member benefits offered by the Hawkeye Chapter
- Social Activities

Many Hawkeye Chapter Members talk with or write letters too our congressmen/women throughout the year. We could receive credit for these activities if they are made known. Please report any activities that you may participate in throughout the year to Tara Spidle. Also, if member promotes AAHAM at another event or meeting, please share this information as it is also worth points in the Chapter Excellence Application which can be found under the "members only" tab on the National website at www.aaham.org.

If you have other ideas for activities that will help the Hawkeye Chapter obtain more points for next year's application, please let any Board Member or Tara Spidle know. It would be great to add more items for the 2017 application.



Essentials for Revenue Cycle Success

ANI Speaker: John Behn, MPA, Stroudwater Revenue Cycle Solutions

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

One of the many sessions I attended was titled “Essentials for Revenue Cycle Success”. The presenter, John Behn was an energetic and interesting speaker. He packed a lot of information and anecdotes into the hour long session.

To have a successful revenue cycle, Mr. Behn has created a top ten list of processes to review. In keeping with the “Letterman” tradition these are presented in descending order.

10. Revenue Cycle Quality Initiatives – Every hospital has a systematic process for identifying and assigning clinical quality standards. In the clinic areas, Quality is the number one priority. But how does this translate to the revenue cycle? Does a quality outcome equal a payment, a clean claim submission, or something else? The ability of the clinical departments to understand their role in the revenue cycle process will help to assure that quality translates to improved financial health of the organization.

9. Chargemaster Maintenance and Quality Control – A hospital should establish an active Revenue Steering Committee. This is the foundation of the revenue cycle and can illustrate the organizations strengths, weaknesses, policies, procedures, attention to detail and commitment to excellence and quality control. The Committee should include the CFO or CEO, Coding, Business Office, Chargemaster Analyst and Rotating Departmental Leaders. For instance one month focusing on lab services and the next on diagnostic imaging.

8. Revenue Cycle Process Management – “Revenue cycle success doesn’t just happen; it isn’t an accident. Success is earned through painstaking consistency, elimination of variability and commitment.” To achieve the long term goals of maximizing reimbursement, minimizing risk, and improving customer satisfaction the Revenue Steering Committee must be an active and ongoing committee with members committed to the success of the organization.

7. Change Management – Change happens. It is always better to stay informed and take action than to react to the fallout. Department leaders need information about the charges generated within their department. They need to understand why and how late charges affect the revenue cycle. What happens when a charge is denied and what has to be done to appeal that? If charges are denied or non-covered what does that mean for customer satisfaction? If corrective action is taken in a department, the results of those actions should be reported back to the department. Did those actions help or hurt the success of organization?

6. Business Office: Friend or Foe? – Since many of us are involved in the revenue cycle from the Business Office I’m sure we view ourselves as friends and a support system to the clinical areas. Mr. Behn’s presentation strongly advocates that the Business Office employees must completely understand the services offered by the facility. They must understand the chargemaster functionality. They must be able to utilize their understanding to question all bills prior to submission and be able to recognize a claim with missing charges, incorrect coding or missing companion codes.

5. ICD-10 Implementation – Though the implementation date is past us, the honeymoon period has just ended. What we thought was correct coding because we received payment may not turn out to be so when the audits begin.

4. Cross Modality Training – Develop a unified culture of communication and support across departments so everyone is working to the same long term goals. (see #8)

Continued on Page 5 . . .

3. Customer Service – “Exceed your customer’s expectations.” Respectful, clear and accurate communication leads to better cash collection for self-pay, better collection of data for submission to payers, and enhanced reputation in the community.

2. Revenue Cycle Leadership – “Invest in your revenue cycle. The return on investment can be the difference in success or failure.” A best in class revenue cycle process should create an atmosphere of collective ownership and pride throughout the organization. The outcome will be enhanced revenue and capture reimbursement for the tasks being provided.

1. Ownership and Accountability – “If you want departments to be accountable and own their processes, administration must provide the tools, training and resources necessary for success.” Lack of ownership and accountability affects all components of the revenue cycle. Don’t let the back end of the revenue cycle process be responsible for the entire process and allow the clinical departments to disengage from ownership.



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ANI Scholarship Winner ... Rewarding Experience

Submitted By: Laurie Gaffney

My trip to Las Vegas and the ANI in October was very rewarding. I am thankful that the Hawkeye chapter has the scholarship program and want to thank them for allocating funds to make these trips possible for membership.

The session that I enjoyed the most was one of the very last of the conference on Friday. It was a denial panel which consisted of legal as well as revenue cycle speakers. I am going to give the bullet points of what I picked up and brought back to utilize in my office for denial management

- Aggressively go after appeals-payers learn which providers don't go after it.
- Learn from your denials-review, review, review. You learn more from denials than you do from paid claims.
- Know your contracts-know what medical necessity means to each payer, do you have an arbitration clause?
- Ask peers in your region or area if they are getting the same denials. Learn what they are doing or using to appeal.
- Each denial takes at least \$25.00 to rework.
- Denial means not paid on the first submission.
- There are so many types of denials-underpayments, clerical, coding, billing, length of stay etc.
- 60% of denials are caused by a data or clerical issue.
- Categorize denials to find trends then prioritize them-high dollar, ER no pays, contractual issues etc.
- Train employees to fight denials-don't let the payers dictate what they deny.
- Compare denials among payers.
- If claim got out and an edit failed, why. Should have edits in place.
- Who denied the appeal/claim-is it a physician or practitioner licensed in that state? Are they competent to assess the test i.e. Pediatric versus ortho specialties, any discipline against them etc.
- Usually billing has no part of denial-comes into play prior to billing.
- Goal of 95% 1ST pass rate and only 5% denial rate.

Denial management is something my hospital has been wanting to put into place for some time and now that we have smoothed everything out from our computer conversion, we are ready to start the process. Using the tips above and knowing what track we need to be on will help out.

Other sessions that I enjoyed were credentialing and provider enrollment and a session on 501R. It is good to hear from peers across the country on how they are handling similar issues. The vendor fair is always a great way to see what products are out there and get information to take back to the office. It helps that I won a Fit Bit from a vendor drawing 😊 I have found a couple of vendors from attending past ANI's and getting to know them there.

Once again, I thank the Hawkeye Chapter for the scholarship opportunity. I would encourage any of our members to try and attend at least one ANI in your career. You will find it rewarding plus lots of fun. What a great way to see some cities you may not normally visit. If you have any questions, don't hesitate to contact me.



Iowa Hawkeye Chapter ~ 40th Anniversary ...



Iowa Hawkeye Chapter celebrating its 40th Anniversary.



AAHAM ANI Photos ...



"Effective teamwork begins and ends with communication."

- Coach Mike Krzyzewski

Hawkeye Chapter of AAHAM

BALANCE SHEET

Treasurers Report for Period
Ending: 10/30/16

ASSETS:

Cash in Bank	\$14,684.88
Certificate of Deposit #30063596	\$6,089.77
Certificate of Deposit #30063430	\$3,229.58
TOTAL ASSETS	\$24,004.23

LIABILITIES:

Payables	\$0.00
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EQUITY:

TOTAL LIABILITIES AND EQUITY	\$24,004.23
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OPERATING STATEMENT

REVENUES:

Corporate Sponsor Fees	\$ 3,329.10
Technical Exams	\$ 3,714.68
Registrations/Spring 2016	\$ 8,058.33
Registrations/Fall 2016	\$ 5,319.18
Donations	---
Other Revenue	\$ 755.00
TOTAL REVENUE	\$21,176.29

EXPENSES:

Travel	---
Website	\$ 1,174.00
Insurance Fees	\$ 1,182.00
Spring Conference 2016 Speaker Fees	\$ 5,444.33
Spring Conference 2016 Facility/Hospitality Fees	\$ 1,351.55
Misc.	\$ 10.00
AAHAM National Legislative Day 2016	\$ 269.00
Fall Conference 2016 Speaker Fees	\$1,261.08
Fall Conference 2016 Hotel Fees	\$4,101.87
Fall Conference 2016 Hospitality	\$ 318.02
Fall Conference 2016	\$ 9.54
AAHAM Presidents Meeting	---
ANI Expenses	\$3,613.57
TOTAL EXPENSES	\$ 18,734.96

NET INCOME (LOSS)	\$2,441.33
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BEGINNING CASH BALANCE	\$12,243.55
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ENDING CASH BALANCE	\$14,684.88
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Respectfully,

Carrie Kuennen
Chapter Treasurer





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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2017-2018 Election Results...

Submitted By: Cristie Knutson

Yes, the Hawkeye Chapter also had an election this year. Thank goodness, ours was not as contentious as the Presidential Election!

Our new Board, effective January, 2017, is:

Officers:

President: Rebecca Gough, HIA, ALHC, FLMI, CRCE-I, CAC, Patient Financial Counselor, Myrtue Medical Center

Vice-President: Carrie Kuennen

Secretary: Audra Ford, Business Office Manager, Madison County Health System

Treasurer: Becky David, CRCE-I, Business Office Manager, Waverly Health Center



2017-2018 Installation of Officers. Rebecca Gough, President; Audra Ford, Secretary; Becky David, Treasurer; and Luke Gruber.

Board Members Elected:

- Bobbie Harrings, CRCE-I, CAC, , Eyerly Ball Community Mental Health
- Stephanie Hultman, Business Solutions Consultant, Craneware
- Ashley Allers, Business Office Manager, Van Diest Medical Center
- Jack Stanton, Hauge and Associates

Our board members look forward to serve you. If you would like to help out by working on a committee, please contact Rebecca Gough at rgough@myrtuemedical.org. Help is always appreciated!



AAHAM Board Minutes . . .

May 18, 2016
5:30 pm

I. Roll Call

- a) Rebecca, Sarah, Becky, Cristie, Connie, Bobbie, Stephanie, Melissa was by phone

II. President's Report

- a) Approval of Minutes: September 2015 & January 2016
 - i. Approved Becky, 2nd Rebecca
- b) Elections/Nominating Committee
 - ii. Elections will be held in the summer 2016, terms expiring, President, Vice President, Secretary, Treasurer
Carrie will send out election notices and who may want to run.
- c) Chapter Excellence
 - iii. Tara is working on the application. We need to complete surveys. One survey could be for topics for the meetings. Community project in the Fall, need to meet to plan this event. Other topics could be attendance ANI, and education.

III. Vice President

- a) Spring meeting May 19-20, 2016
 - i. National treasurer is Kenny Kerner and Bill Carlson is the National secretary. Rebecca has the laptop and projector—all set to go.
- b) Fall meeting Sept. 22-23, 2016
 - ii. Topics
 - 1. Paul Miller will be here
 - 2. 40th anniversary
 - 3. Share survey results
 - iii. Brochure Deadline is Early august
- c) 2017 Dates
 - iv. Discussed having joint with Illinois and Wisconsin in Galena in the Fall of 2017. Possibility of having a rural health speaker. Can have a golf outing and then tours the day before. Have a 1 day meeting. Thursday and Friday timeframe. September 6th is weekend after Labor Day. Can then split expenses-should go by how many attendees from each chapter. Wisconsin has a lot of members so they could have between 100-150. We have combine with Minnesota before. We can put on the survey and see how many attendees would think they would attend. Maybe in future years we could do the western states. We can then bring in more expensive speakers. September always working around Labor Day weekend and month end. For our Spring 2017 May meeting, can do May 17th for board meeting and the 18th-19th for the meeting. Cristie will check on May dates.

IV. Treasure's Report

- i. April – asset 25,839.19. Brought in some money for vendor fair and certifications.
- ii. ANI Scholarship applications due July 15th, Winner will be announced early August. Chapter pays 300.00 for travel expenses and the registration.

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V. Committees

- a) **Certification**-Sarah
 - i. Update to the recertification-when a member joins national AAHAM. Letter will be forwarded to the committee. 49 testers in July, 28 CRCS-1, 14 CRCS-P-, 7 conditionals. There were 78 testers in March and 57 testers in November 2015
- b) **Membership**-Steph
 - i. 117 members. We had 11 new members for 2016.
- c) **Hawkeye Highlights**-Steph
 - i. Will include some reference articles from National. Sarah will write an article regarding the change in the certification. Article from Cristie. The goal will be to have completed by Memorial Day.
- d) **Legislative**-Connie/Mike
 - i. Illinois chapter-legal counsel testified on TCPA.
- e) **Corporate Sponsors**-Melissa
 - i. 14 sponsors, two new ones. 4 or 5 vendors for the conference, excellent reference to PayPal.
- f) **Hospitality**-Bobbie Jo
 - i. 40th Anniversary party-Cake. Will have this party at the Fall meeting. Tara and Bobbie Jo will coordinate. Dessert can be cake. Anyone that has pictures that go back, please bring. Invite some members that have retired. The website has all the past presidents, we need to reach out to them. Stephanie will look and see what pictures she has.
- g) **Website**-Becky David
 - i. Website has been updated and looks great. If we can continue to get the presentations ahead of time so we can get them all out there, but that depends on the speaker.
- h) **Registration**-Connie
 - i. 52 attendees for spring meeting
- i) **Audit**-Luke
 - i. Fall is audit time

VI. New Business

Community Service Project-Laurie Gaffney

National email blast about current information. If this is formatted, Steph can add to the newsletter.

VII. Old Business-None

VIII. Motion to adjourn

Rebecca 1st, Bobbie 2nd

Respectfully,

Connie Dudding



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.

Website Updates . . .

We have added a new page to our Hawkeye AAHAM website. We will list open supervisory and management level revenue cycle positions for our members. Someone at the facility must be a current member to use this feature.

Here is the link: <http://hawkeyeaaham.org/our-job-board/> Check it out!

If you have a position you would like to post please send it to me.

Respectfully,

Becky David



Certification Passed Exams – CRCS-I, P

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

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

Passed CRCS-I Exam in November		Passed CRCS-P Exam in November	
Alicia Garland	Avadyne Health	Candice Cropp	Avadyne Health
Kristin Garrison	Avadyne Health	Stephanie Cropp	Avadyne Health
Shawna Harrah	Avadyne Health	Verma Gordon	Avadyne Health
Erin Keller	Avadyne Health	Marcia Smith	Avadyne Health
Marcia Mays	Avadyne Health	Betsy Timmins	Avadyne Health
Lynne Klemp	Avadyne Health	Laurel Walkowiak	Avadyne Health
Susan Mitchell	Mercy Medical Center	Christina Zunkel	Avadyne Health
Sidni Borst	UnityPoint Health - DMS	Laurie Gotsch	Henry Co Health Center
Donna Cowger	UnityPoint Health - DMS	Christi Sammons	Henry Co Health Center
Audrey Harris	UnityPoint Health - DMS	Debra Sammons	Henry Co Health Center
Noelle Keup	UnityPoint Health - DMS	Dawn Zaiser	Henry Co Health Center
Rachel Reed	UnityPoint Health - DMS	Kelly Klossing	Henry Co Health Center
Tricia Schultz	UnityPoint Health - DMS	Molly Beard	Mercy Medical Center
Kelly Stork	UnityPoint Health - DMS	Tamara Perrin	Mercy Medical Center
Joanne Warnock	UnityPoint Health - DMS		
Mercede Propes	Van Diest Medical Center		
Cara Tjelmeland	Van Diest Medical Center		

2017 Certification Schedule

CRCS-I and CRCS-P

March 13-24, 2017

March 2017 Exam Period

April 17, 2017

Registration deadline for July 2017 Exam Period

July 10-21, 2017

July 2017 Exam Period

August 15, 2017

Registration deadline for November 2017 Exam Period

November 6-17, 2017

November 2017 Exam Period

December 15, 2017

Registration deadline for March 2018 Exam Period

Save the Date

2017 AAHAM Hawkeye Chapter Meetings

Spring Meeting – May 18-19, 2017

Fall Meeting – September 14-15, 2017

13th Annual Legislative Day

May 1-2, 2017

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



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.