

Message from the President ...



Carrie Kuennen
President, Iowa AAHAM

At the time of writing this article, your Hawkeye AAHAM board just wrapped up the Fall Conference in September. A big thank you to our board and committee members, as well as our sponsors, who helped with this successful event! We're now busy planning Spring Conference 2020!

It's been a busy fall season for the Hawkeye Chapter of AAHAM! Here is a quick summary:

- A successful Fall 2019 Conference with high attendance;
- Welcomed to the Hawkeye Chapter of AAHAM Board LeeAnn Christensen, Manning Regional Health Care Center;
- Becky David and Laurie Bruck attended AAHAM ANI in Las Vegas in October;
- Updated the Chapter Bylaws;
- Continue enhancing networking and educational opportunities with collaborations Hometown Health and Iowa HFMA.

On a personal note, I passed the AAHAM CRCE-P certification this summer! In all honesty, that is a tough exam! Overall, I am thankful and excited at educational opportunities AAHAM provides, allowing Revenue Cycle professionals to excel in the field. The education and certifications that I have taken, as well as the certifications my teams have taken over the years, truly do increase the success and knowledge of our department – allowing us to meet our goals. In this time of tightened financials for our hospitals and practices, as well as increased complexities in healthcare billing, it is so important that we invest and educate our teams to perform at their best. AAHAM helps to educate team members and leaders in best practices of health care revenue cycle. Consider certification for your team members today!

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Hawkeye Chapter

Officers - Board Members - Committee Chairs

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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 2013. A



Take a look at upcoming events at www.hawkeyeaaham.org and visit our national website for upcoming webinars at aaham.org. Payer Panel is coming up in November 2019! As always, I am happy to speak with any of you and/or your CFO's regarding the benefits of investing in membership and certifications of your team members with AAHAM. Contact me to schedule a call at clkuennen@yahoo.com.

Finally, I would like to thank our sponsors for their continued support. Sponsor support allows us to continue to provide outstanding educational opportunities to our membership. It also allows you to network with vendors that can assist your Revenue Cycle departments meeting goals for your facilities and offices. I encourage you to reach out and speak with our sponsors on how they can assist your departments.

See you soon and have a great holiday season!

Respectfully,

Carrie Kuennen, CRCP-I, CRCE-P

President, Iowa AAHAM

New Medicare Card:

MBI Transition Ends in Less Than 10 Weeks

Submitted By: Laurie Gaffney

The 21-month Medicare Beneficiary Identifier (MBI) transition period ends on December 31, 2019. Are you ready?

Starting January 1, 2020, you must use the MBI when billing Medicare regardless of the date of service:

- We will reject claims submitted with Health Insurance Claim Numbers (HICNs) with few exceptions.
- We will reject all eligibility transactions submitted with HICNs.

Many providers are using the MBI for Medicare transactions. For the week ending October 4, providers submitted 80% of fee-for-service claims with MBIs. Protect your patients' identities by using MBIs now for all Medicare transactions. Don't have an MBI?

- Ask your patients for their cards. If they did not get a new card, give them the "Get Your New Medicare Card flyer in English or Spanish.
- Use your Medicare Administrative Contractor's look-up tool. Sign-up for the Portal to use the
- Check the remittance advice. We return the MBI on the remittance advice for every claim with a valid and active HICN.

For more information see the MLN Matters Article.

Hawkeye Chapter Fall 2019 Conference Highlights

Article and Photos Submitted By: Bobbie Jo Harrings

If you missed the AAHAM Hawkeye Chapter Fall conference here are just a few things you missed:





Our meeting kick-off began with opening remarks from our President, Carrie Kuennen, who has done an outstanding job for us!



We had a wonderful presentation from Sue York with Efficient C / OS Health.

Sue spoke on, diminishing profit margins and an increased pressure to perform make organizational issues like interdepartmental communication and siloed work cultures unacceptable. Fortunately, the results show that by promoting collaboration, raising departmental awareness and assigning accountability - hospitals will see the benefits of improved business processes in their accounts receivables.

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We were also graced with Marcy Marquis of Max RTE.

Marcy provided some great insight on Managing employees without key performance metrics is like playing a baseball game and not keeping score. Staff goals and performance metrics should be aligned to the financial goals of the hospital. In this session, learn how to report key performance indicators across the revenue cycle, increase accountability, and implement results-oriented employee performance evaluations. Serving as an early warning and continuous feedback system, the scorecard empowers employees to act, problem-solve, and impact the organization through their contributions.

Marcy's second session broke down steps to efficient provider enrollment by asking some pretty vital questions such as:

- 1. Are you notified timely when new providers start?
- 2. Are you obtaining the correct demographics and documentation when starting to enroll a new Provider?
- 3. Are you aware of all your contracts?
- 4. Completing the provider paperwork and submitting it timely.
- 5. How to follow up on all the paperwork

Both ladies were amazing and opened the door to so many other questions and topics that we are looking into for our Spring Conference so be on the lookout for the spring flyer you won't want to miss what's coming up.

During our lunch break we had a representative from **Dress for Success**, it is always good to hear how our communities come together for the greater good of our world. We had an amazing turnout of donations and want to thank everyone for showing your support for a great cause! See separate article for info on this topic

Of course, NONE of this would be possible without the support of our amazing sponsors!





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After being empowered with all of our new knowledge it is always great to unwind during Hospitality and get to know all the new members and learn from our veterans! Great give aways as well.









If you are attend you also get a chance in the drawing for a free registration at the next confrence!

This years winner of the free Confrence is Lacacia Toner from Pocahontas Hospital.

Congratulations Lacacia!!



Mark Your Calendar

HFMA/AAHAM Fall Payer Panel - Wednesday, March 25th, 2020

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

AAHAM SPRING Meeting - May 14th and 15th, 2020 Hilton Garden Inn Johnston, IA









Submitted By: Becky David

In October had the pleasure of filling in for President Carrie Kuennen at the AAHAM National Institute. I have attended once before, but I was quickly reminded of the value of this event. The speakers are top notch and provide a wealth of information; I am still trying to get through my notes. The topics are current and relevant.

The first day was filled with board and business meetings and the award ceremony. It was my honor to accept an award on behalf of Carrie Kuennen getting the highest score on the CRCE-P exam. Way to represent the Iowa chapter Carrie! That's quite an achievement (that test is HARD!)

After all that it was time to meet up with the other Hawkeye AAHAM members who made the trip to Las Vegas! Laurie Bruck, Charlie Cole and Ruth Bennett were my partners in crime during the conference (remember what happens in Vegas stays in Vegas!)

I attended several sessions dealing with price transparency. Isn't that everyone's favorite topic by now? I picked up some good insights on CMS methodology and on how to move forward on this daunting task by breaking it into manageable pieces. The consensus was that hospitals will be required to post information and that it is best to get out ahead of it and comply with the posting of chargemasters and the top 300 shoppable services. The requirement to post negotiated charges and proprietary rates is heavily contested and the story is not complete on that requirement yet. Along with price transparency it is advisable that you have a structured and well-defined pricing strategy, and have it documented. This will be useful in defending your chargemaster to CMS if the need arises.

I also attended several sessions on collecting patient balances in the face of rising deductibles and copays. What type of payment plan arrangements do you have and how easy is it for the patient to set one up? What does your financial assistance program look like? We all have to strategically address the affordability of healthcare issue in order to survive.

The session that has had me thinking and talking to other people about was "Motivation and the Millennial Mindset: harnessing a Multigenerational Workforce" by Lindsay Boccardo. This one touched a chord with me and has me thinking about how I keep trying to fit my millennial workforce into the baby boomer mold. It's never going to work, and I feel like I have a better understanding of why. I have shared some of this info with the other managers here as it really was kind of an "AHA" moment for me.

Aside from some nightmarish travel issues it was truly a great experience, as it was the last time I attended. Take advantage if you can. The 2020 meeting is in New Orleans. ▲

AAHAM Certification Exam Retake Policy - Updated ...

Submitted By: Lori Weber

National AAHAM has announced that the AAHAM certification exam retake policy has been updated to give our test takers more flexibility with scheduling their section retakes. The new policy allows for section retakes to be taken outside of the three standard exam cycles held each year in March, July and November. The only restrictions are that the section retakes need to be scheduled at least 30 days out from their initial testing date, and the test taker is responsible for making their own proctor arrangements, whether it's with their original exam proctor or online through ProctorU. A maximum of 2 retakes are allowed for CRCS, CRIP and CRCP sections. CRCE sections will have a maximum of 3 retakes allowed.

This option has been requested by many members and they are pleased to be able to offer this in response to those requests.

Here is an example scenario to outline how this new process will work:

- A test taker completes the CRCS exam on November 5th and does not pass one section
- They are eligible to retake that section as early as December 5th using a local proctor or ProctorU.
- Upon passing the section retake they are CRCS certified effective immediately and their expiration date is extended to the next exam cycle, which in this example scenario would be an expiration of 3/31/2023.

The updated policies as they will appear on the AAHAM website are shown below, feel free to contact them with any questions.

Exam Retakes (CRCS, CRCP, CRIP)

Exam retakes for unpassed sections must be retaken within twelve (12) months of the initial exam date. Section retakes can be taken in between exam testing periods and need to be scheduled at least thirty (30) days after the original exam date. Test takers are responsible for making arrangements for the location and proctor for section retakes, either with their local proctor or through our online testing platform, ProctorU. A maximum of 2 retakes are allowed. If a section isn't passed after two retake attempts the full exam will need to registered for in the next available testing period. Please contact certification@aaham.org for ProctorU requirements or with any questions.

Exam Retakes (CRCE)

Exam retakes for unpassed sections must be retaken within eighteen (18) months of the initial exam date. Section retakes can be taken in between exam testing periods and need to be scheduled at least thirty (30) days after the original exam date. Test takers are responsible for making arrangements for the location and proctor for section retakes, either with their local proctor or through our online testing platform, ProctorU. A maximum of 3 retakes are allowed. If a section isn't passed after three retake attempts the full exam will need to registered for in the next available testing period. Please contact certification@aaham.org for ProctorU requirements or with any questions.





Hawkeye Chapter AAHAM

TREASURER'S REPORT
Period Ending October 31, 2019

BALANCE STATEMENT

ASSETS:	
Cash in Bank	13,860.65
Certificate of Deposit #30063596	6,093.07
Certificate of Deposit #30063430	3,237.53
TOTAL ASSETS	\$ 23,191.25
LIADULTIEC	
LIABILITIES: Payables (Panding Payments)	0
Payables (Pending Payments)	U
EQUITY:	0
TOTAL LIABILITIES AND EQUITY	\$ 23,191.25
OPERATING STATEMENT	
REVENUES:	
Sponsor Fees	7,850.00
Certification Fees	1,290.00
Registration - Spring	4,600.00
Registration - Fall	6,480.00
Donations	
Other Revenue	3.48
Sponsor Fees - Booth (Spring)	1,015.00
Sponsor Fees - Booth (Fall) Total Revenue	\$70.00 \$ 22,108.48
Total Revenue	\$ 22,108.48
EXPENSES:	
Web Site	1,319.00
Software Expense - Quickbooks	202.20
Spring Conferfence Speaker Fees	199.06
Spring Conference Facility Fees	4,444.73
Spring Conference Hospitality Fees	1,458.73
Supplies/Postage	95.30
Charity	4 704 00
Insurance Fees	1,701.00
PayPal Fees	317.85
Fall Conference Speaker Fees	478.70
Fall Conference Facility Fees Fall Conference Hospitality Fees	4,695.43
ANI Expense	1,932.03 876.00
AAHAM National Legislative Day (Donation)	500.00
AAHAM National Legislative Day Expenses	2,746.56
AAHAM Presidents Meeting	541.97
Total Expenses	\$ 21,508.56
YTD Net Income (Loss)	\$ 599.92
Beginning Cash Balance	\$ 14,550.56
Ending Cash Balance	\$ 13,860.65

Respectfully,

Becky David

Chapter Treasurer



AAHAM Combined Certification Exams

Written By: Lori Sickelbaugh, National First Vice President Matthew Hundley, Certification Director

We are pleased to announce that starting with the March 2020 certification testing period, the AAHAM CRCE, CRCP and CRCS certifications will no longer have separate exam versions for Institutional (I) and Professional (P). In recent years there has been a shift toward the professional and institutional departments working closer together in a centralized business environment within the revenue cycle.

AAHAM strives to lead the way with forward thinking initiatives and a higher standard for those members seeking certification. The combined certification format benefits our examinees as they will be tested on both the Professional and Institutional sides of the industry in an effort to provide the most comprehensive certification possible on all aspects of the revenue cycle. This in turn will broaden their knowledge while making them more valuable to their employers and colleagues as well as more marketable to those looking to seek employment in any number of healthcare settings. The 2020 CRCS, CRCP and CRCE study manuals have been updated to reflect the new exam format as well with clear study instructions for the examinees. The CCT and CRIP certifications are unaffected by this change as they don't have a separate I or P distinction.

Effective January 1st, 2020, those who have already taken and passed their dual certification may continue to use this earned distinction of CRCS-I, P; CRCP-I, P; CRCE-I, P to set themselves apart, if they so choose. Any newly certified individual will be given a CRCS, CRCP or CRCE designation as well as anyone who held a non-dual certification distinction prior to this change as a method of grandfathering in the existing population.

We are excited to roll out the combined certification format starting in 2020 and welcome any questions you may have.

2020 Certification Schedule

December 19, 2019

Registration deadline for March 2020 Exam Period

March 9-20, 2020

March 2020 Exam Period

April 15, 2020

Registration deadline for July 2020 Exam Period

July 20-31, 2020

July 2020 Exam Period

August 17, 2020

Registration deadline for November 2020 Exam Period

November 2-13, 2020

November 2020 Exam Period

December 15, 2020

Registration deadline for March 2021 Exam Period

SPONSORS

The Iowa Hawkeye Chapter wishes to extend their gratitude to our Corporate Sponsors.

The activities and success of our chapter could not be possible without the support of our Corporate Sponsors. Their continued support and engagement within the chapter certainly adds to the strength of our chapter by allowing us to provide quality educational opportunities and outstanding networking events for the benefit of our membership.

If you are an existing Corporate Sponsor, we appreciate your past and continued support of our chapter.

Platinum:

Avadyne Health
The Hauge Group
RevCycle, Inc./Alliance Collections
Creditor Advocates/Bloom Payment
Credit Bureau Services of Iowa

Gold:

HELP Financial
R3Dynamics
Waystar

Silver:

General Service Bureau
Credit Management Services, Inc.
Experian Health
ICSystems

Bronze:

Automated Accounts Management Services

Change Healthcare

Eagle Recovery Associates

Tri-State Adjustment

If you are interested in becoming a Corporate Sponsor, please contact Ashley Allers at <u>aallers@vandiestmc.org</u> or visit our website <u>https://hawkeyeaaham.org/sponsorship-information/</u>

AAHAM Board Minutes ...

Date: May 15, 2019 at 5:00 PM

Location: Hilton Garden Inn – Johnson, Iowa

Roll Call: Charlie, Carrie, Laurie B, Laurie G, Lori W, Steve, and Audra

President's Report

Motion to approve minutes from January meeting were moved by Laurie B, 2nd by Lori W, motion passed. Elections: We have two openings for next year. Laurie B will run. We will check with membership at the meeting for others who may be interested. This must be published in June newsletter. The Chapter Excellence was submitted. The President's Award will be given at noon on Thursday.

Vice-President's Report

Spring Meeting, we are missing a couple of sponsors. One presenter can't attend so another is expanding presentation. We will open with Ice Breakers. Offer vendor highlights. Contact has already been made for speakers for fall meeting-topics: Inspirational speaker, survivor. Brochure deadline is 8/1. Breakfast will be different at spring meeting-looking for feedback.

Treasurer's Report

New bank signature cards need to be signed. We need a board resolution for CD authorization with a vote from the Board. Moved by Laurie B, 2nd by Audra, motion passed.

Committee Reports

<u>Certification</u>. 21-CRCS-I and 10-CRCP passed testing. There will soon be a new testing platform. Also be offering proctoring via webcam.

<u>Membership</u>. Laurie Bruck reports 115 members which is down 5 from prior year; 103 renewals and 12 new registrations. She will be reaching out to non-renewals.

<u>Hawkeye Highlights</u>. Need Legislative Information from Bobbi Jo and bios from Laurie B and Ashley. Also need sponsorship and membership info.

<u>Legislative</u>. Bobbie Jo reported that Legislative day was fantastic. Discussion topics were 340B and Price Transparency.

<u>Sponsorship</u>. Looking at sponsorship proposal. Moved by Charlie, 2nd by Laurie B to adopt changes; motion carried. <u>Hospitality</u>. Will be same as prior year as more attendees participated.

Website. Charlie makes changes as needed.

New Business

Revised by-laws: Moved by Charlie, 2nd by Laurie B, motion carried. HFMA proposed co-sponsoring events: moved by Audra, 2nd by Laurie B, motion carried. Payor panel asked for help at Fall meeting. Fall 2020 joint session with IHA/HFMA: Moved by Steve to decline, 2nd by Charlie, motion passed. Hometown Health offered joint venture: moved by Audra, 2nd by Lori W, motion passed.

Meeting Adjourned: 6:30 PM

Respectfully,

Audra Ford

Chapter Secretary



Fall 2019 Meeting Community Involvement

Submitted By: Laurie Gaffney

The Hawkeye Chapter supported the Des Moines Dress for Success program. At lunch on Thursday Jody White executive Director spoke on how they assist women to become successful in the work environment-from proper dress, resume creation, etc. There are many ways to support them however, we collected clothing, handbags, gift cards and cash as well as shoes, and portfolios. We collected \$210 in cash/gift cards, 3 boxes as well 4 bags of clothing, 6 handbags and several portfolios. You can find more info at www.desmoines.dressforsuccess.org. Watch for future community involvements through our chapter. If you have a suggestion of non-profits to support, contact any board member.

Please read the thank you note below as well as a picture of our donations.

Hi Carrie!!!

It was such a pleasure and a delight to get to meet you today! Thank you so much for stopping by to drop off those lovely treasures!

I'm attaching our Donation Receipt for your records, please feel free to pass along to anyone else who may need a copy.

If you'd like to do a suit/donation drive or third-party event of any sort in the future, please let me know and I would be happy to coordinate for you!

Many thanks again Carrie - I look forward to seeing you again soon!

Have a wonderful week, Teresa Choi Dress for Success—



Visit their website at www.desmoines.dressforsuccess.org for more information.

How did you celebrate ...

National Patient Account Week

Submitted By: Laurie Gaffney



National Patient Account Management Day was established on October 18, 1989 by a proclamation from the U.S. Congress when AAHAM (then AGPAM) sought to officially recognize healthcare administration management throughout the country. This is a special week to honor those special people involved in healthcare administrative management; for managers to honor the individuals on their staffs, for the public to become aware of the profession, and for each of us to recognize our colleagues and ourselves. By supporting PAM week, you show your healthcare administrative management team that you appreciate their hard work. A recognition program implemented during this special week is an excellent way of increasing hospital and office morale and expanding knowledge of our profession.

Laurie Bruck from Manning Regional reported --

- 1. We will have a question of the day Monday-Friday for the facility to participate in. Whoever answers correctly will go into a drawing for a prize. One prize per day.
- 2. Wednesday we are going to provide cookies to the facility.
- 3. One day we are going to do pizza for the staff and give them each a flower with a personal note.

Here at Buena Vista Regional Medical Center

- 1. Went out for lunch to staff's choice of restaurant
- 2. Snacks with appreciation notes each day
- 3. Gift Basket from local Hallmark shop
- 4. Muffins and coffee one morning









Continued on Page 14...

Deb from Avadyne Health participates in this event to CELEBRATE the Magic of Service!

Next week we will have some fun food, games, prizes and recognition for everyone for providing excellent Customer Service to our Patients!

Monday-----Breakfast

Tuesday----Puzzle Game

Wednesday----Avadyne Trivia, Nominate a Rep with excellent customer service and Ice Cream Sundaes or Root Beer Floats

Thursday----Puzzle Game

Friday----Lunch and Certificates

Lots of good ideas so start planning for 2020 by budgeting for some low cost ways to say thank you and appreciate your staff. Healthcare billing is a hard job and we all deserve a reward once in a while. Next year dates are October 18-24th. ▲

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 Laurie Bruck, Membership Chair by calling 712-655-8152, or by emailing her at laurie.bruck@mrhcia.com.







Website Alert

The lowa 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 Jack Stanton at Charliec@thehaugegroup.com with ideas.

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; <u>collections</u>.

Reasons why we believe you should choose Eagle:

- Eagle's healthcare client base equates to approximately 98% of our overall business mix. This high percentage clearly illustrates our longterm focus and dedication to Healthcare.
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