



REVENUE CYCLE TODAY



PRESIDENT'S MESSAGE

BY MARCY MARQUIS

I am not sure where to begin. We are half-way through the year

and I feel like we just started to ROCK this AAHAM WI Chapter.

I want to thank the board, our members and our corporate sponsors for being fabulous. We received two compliments at our May conference. It's compliments like these makes our Chapter AWESOME!!!

John Currier, National AAHAM President, commented at our May Board meeting the AAHAM WI Chapter is on the "mover and shaker list". It's nice to hear our hard work is being recognized on the national level.

Joshua Russell, Regional Sales Representative, from HealthPay24 was a first time exhibitor at the Spring Conference. He called me several days after the conference

to say he felt so welcomed at the conference. Everyone was so nice and talkative. You don't always get that treatment as a newbie at a conference.

We had 80 people registered for the Spring Conference. Thank you to everyone who was pushing to get us to this number. Our goal for the Fall Conference is 100 attendees. Yes, 100 and we are going to do it. We had our first insurance payer panel on Friday and from the responses it was a success. Dean Health Plan, BCBS and Molina were on the panel and they are excited to return. We are going to be looking for examples of specific claim denials and / or issues people are having . We will forward these examples to the payers prior to the conference. This will allow them time to research and bring the responses back to the group in October.

The Fall Planning Committee is busy busy working on speakers and making the agenda action

IN THIS ISSUE

Good Neighbor Clinic
Page.....3

The Business Of Providing Care: FAQs About Credit Reporting Medical Debt
Page.....4

Member Spotlight
Page.....5

Mental Muscle
Page.....6

Sponsor Spotlight
Page.....7

What Your Hospital Needs to Consider Before Using IM Platforms
Page.....8

Continued...



packed. The fall conference schedule is going to be just like the spring conference. Wednesday check in and a network event from 6:00 - TBD. Thursday will be a full day of education sessions with a banquet. Friday will be a half day of education sessions. Mark your calendars for Wednesday October 25 - Friday October 27th at the Radisson in LaCrosse. LaCrosse in the fall is amazing.

The fall conference is not the only big event taking place. We have the membership and corporate sponsor drive for 2018. This is a great opportunity for our current members to encourage their co-workers to join AAHAM. Remember, we are open to other types of healthcare i.e. chiropractors, oral surgeons, pain management, behavioral health, SNF etc. If you have any questions see a board member.

We will be looking for nominations for members who are interested in running for a board position. The following board positions are open: 2nd VP, 2 Corporate Sponsors, Hospital and Clinical Representatives. All job descriptions are on the website. You can also see a current board member if you have any questions. If you are unsure about running for a board position, but want to be more involved we are always looking for committee members, i.e. newsletter.

In the last newsletter, I talked about the Chapter of Operation Report. This report is required by

National AAHAM. We are currently working on the Chapter of Excellent Award Application. This is an optional report. But, if you recall last year we took third place. The Chapter of Excellence Award is designed to recognize and reward location AAHAM chapters for excellence in pursuing the goals of American Association of Healthcare Administrative Management. The purpose of the award program, excellence is defined as outstanding, innovative and balanced performance ins: Programs and activities in support of AAHAM's mission, education programs, professional development, membership development, subjective chapter activities. It's time consuming to complete the report. However, I find it to be a great tool to recap the previous year. This allows the board and committees to set goals and look at ways.

We are going to toss our hat in the ring for the Journalism Award. This one is to recognize excellence in journalism and graphic design in journals, newsletters and e-journal of AAHAM chapter published during the preceding period of July 1 - June 30. Our newsletter committee has done an outstanding job this past year. Thank you Tim McCrystal, Robert Pardron, Nick Sachs, Samantha Lennox, and Connie Campbell.

Continued...



OCTOBER 18-20
2017 ANI
ANNUAL NATIONAL INSTITUTE

Opryland Resort
Nashville, Tennessee

visit: aaham.org

One of the things I love about AAHAM is supporting your location communities and or charity events. We continue to partner with the local free clinic in the community closest to our conference. At the Spring Conference we partnered with the Good Neighbor Clinic in Sauk Prairie. They were in need of a medication refrigerator. Our member, sponsors and exhibitors donated \$285.00. Lori Zindl of OS Inc., a Gold Sponsor offered to make up the difference so they could purchase the refrigerator. Thank you Lori and OS Inc for your donation.

On a national level, AAHAM has been busy also planning the Annual ANI October 18-20, 2017 at Opryland Resort in Nashville TN. The ANI is attended by nearly 500 National members and over 75 exhibitors. Each year, the members of AAHAM come together to exchange ideas, renew old friends, make new ones, and further their knowledge and education in the field of Patient Account Management.

Get Exposure! Exhibit booths are available for unopposed time in the exhibit hall. Sponsorships are another way to show your support and enhance your sales, and double your company's visibility. Advertising space is available in the ANIinsider, the official conference program.

AAHAM's ANI always attracts a large number of qualified speakers, who present on a variety of topics. Be sure to check out the Agenda and Exhibitor Prospectus (available in early 2017) for the ANI. Get a sneak preview of what sessions and educational opportunities will be taking place at this year national meeting

Another event to mark on your calendar is the 2018 MEGA Conference. Remember, when you register to mark you are an AAHAM member. Based on our agreement with HFMA we receive a portion of profits. There is a slight change in 2018. It is Monday January 15th to Wednesday January 17th 2018. The 2018 Mega Conference is a tremendous educational opportunity for Accounting, Billing, CEO, CFO, Clinic Office Managers, Coding, Collections, Compliance

Officers, Customer Services, Director of Patient Accounts, Patient Accounts Managers, Finance, IT Staff, Materials Managers, Privacy Officers, Registration, and many others.

It allows you to network with fellow associates, learn from industry speakers, and meet business associates from many different industries. This will be the sixth bi-annual Mega Conference. Conferences in past years have drawn roughly 500 attendees. With a special hotel room rate of \$109.00 and an early bird rate of \$250, the Mega Conference is a bargain!

We have about 5 more months in the year 2017. We need to keep this great momentum going. Let's keep moving and shaking and of course.....

Let's rock this AAHAM WI Chapter



The **Good Neighbor Clinic of Sauk Prairie** (GNC) was founded in 1999 by Dr. Haakon Carlson, with the establishment of a Board of Directors. It opened to clients in November of that year with the support of local physicians and over 50 volunteers. The GNC is a not-for-profit corporation with 501©(3) tax exempt status.

In January of 2015, the clinic moved to its present location at 95 Lincoln Avenue, Prairie du Sac.

(608) 643-474

goodneighborclinic.org



THE BUSINESS OF PROVIDING CARE: FAQS ABOUT CREDIT REPORTING MEDICAL DEBT

BY JULIA KYLE, DECISIONHEALTH

Whether to credit report your patients' overdue medical debt is a business decision that must be made by healthcare leadership in every organization, from single-provider practices to health systems. It can be a difficult one to make when your organization is in the business of providing care.

The underlying mission of every practice, hospital, and health system is essentially the same: to establish long-lasting relationships with your patients while providing the highest quality patient care. However the only way to continue to honor that mission is to remember that it is also a business – and without a strong revenue cycle your organization could not afford the best doctors and medical staff, or the latest equipment in order to provide that care.

We want to answer your most frequently asked questions about credit reporting medical debt to help you make this important decision.

Q1: Where is my practice or hospital's past-due balance recorded?

The past-due balance from your office will be placed on the patient's credit report. Creditors will report whether a consumer has paid on time or late, and

how late the payments were. Credit reports and scores are then used to determine whether the consumer can obtain more credit in the future. How your practice's overdue balance will affect the patient is dependent on the totality of their credit history.

Q2: What other information is on their credit report?

A credit report is a summary of a consumer's financial activity and history that is regularly updated by the 3 national credit bureaus – Experian, Equifax, and TransUnion – by reports made from creditors. It includes the names of companies that have extended credit and/or loans to the consumer, as well as credit limits and loan amounts. The consumer's payment history is also part of the record. If they have delinquent accounts, bankruptcies, foreclosures, or lawsuits, these can also be found on their credit report. Your past-due balance could be one of few, or many, reports that make up the patient's entire credit history.

Q3: When will my practice's past-due balance be reflect on the patient's credit report?

When your practice's outstanding balance appears on the patient's credit report depends on when the report is made. Creditors and lenders can report throughout the month, so the information on a consumer's credit report generally varies at any given time. Additionally, creditors might only report changes in account status (such as payments

Continued...

or delinquencies) on a monthly basis. Therefore, if a payment is made or becomes delinquent it is possible that the payment won't appear on the report for up to 30 days.

Q4: How long will our bill affect the patient's credit?

State laws may differ, but federal law states that late payments can stay on a consumer's credit report for up to 7 years from the date of delinquency. If the patient has filed bankruptcy, negative reports can remain for up to 10 years. Positive reports also remain for an average of 10 years from the date the corresponding account is closed. However, new scoring models and reporting reform initiatives

have made some changes to this timeline pertaining specifically to medical debt.

For more on those initiatives, and other regulations impacting credit reporting, watch our Credit Reporting Medical Debt Playlist on the RMP YouTube Channel.



MEMBER SPOTLIGHT

Lisa Berger, Revenue and Coding Advisor, Gundersen Health

When and why did you become a member of AAHAM? I believe that it allows for personal growth, the networking it provides allows for opportunities to expand skills & knowledge. You never know what you may gain along the journey.

What was the toughest business decision you have made? When being tasked with the development of a new department and making the choices between strong applicants. There have been occasions when, even though

I personally liked one person better than another, I nonetheless had to choose the other person based on their potential to assume the responsibilities of their new role. It's never easy, but ultimately you have to think about who will be the most effective and productive in the new position.

Who is (or was) the most influential person in your life? My Dad taught me that independence comes with responsibility, and he allowed me to learn that the hard way. He has always lead by example, and has always given his time to serving others and serving his community.

What is your favorite quote? "The Secret of change is to focus all of your energy, not on fighting the old, but on building the new" ~ SOCRATES ~

What was your favorite vacation? My recent trip to North Carolina and spending a week with my 1 year old grandson, my heart is definitely in North Carolina!!

MENTAL MUSCLE

BY SHARON GALLER, EXECUTIVE DIRECTOR
OF AAHAM

Success is something inherent in all of us (no one wants to fail). We strive to do as well as we can and want to succeed.

Many motivational coaches recommend emulating people who are successful and embracing them as role models but sometimes this advice leaves people more confused. They ask themselves what are they doing wrong or what aren't they doing.

A recent article in INC Magazine by psychotherapist Amy Morin has been very popular, "Mental Muscle: Successful People Don't Do These Things." She offered some different approaches that could be worth considering. She compared her approach to seeking help from a nutritionist to lose weight. The nutritionist may say, "Eat more vegetables" but never mentions that you should eat less junk food. Eating less junk food was key to success rather than eating more vegetables!

Her article offers observations about what mentally strong people don't do. Here are a few:

They don't expect immediate results, expecting to reach your goals overnight will cause someone to give up too soon. Look at goals as a marathon. You certainly don't run a marathon without building up to your goal over a length of time.

They don't feel the world owes them anything, if you are too busy keeping track of what you think you should get; you'll never find out how much you have to give. An entitled attitude will cause you to become a passenger rather than a driver in your own life.

They don't resent other people's success. Comparing yourself to others leads to resentment and over time, resentment can turn into bitterness. The only person you should compare yourself to is the person you were yesterday.

They don't worry about pleasing everyone, it's not your job to try to make other people happy. Sometimes

Continued...



OCTOBER 22-24, 2017

WI FALL CONFERENCE

La Crosse, WI

Wednesday, October 22

Networking Event

Thursday, October 23

Welcome Message
Keynote Speaker
General Sessions
Panel Discussion
Networking Dinner

Friday, October 24

General Sessions
Panel Discussion
Breakout Sessions

REGISTER HERE

Providing education, development, and networking opportunities to Wisconsin's healthcare professionals. – AAHAM WI Chapter

becoming a people pleaser will cause you to lose sight of your own values. Your self-worth will become dependent on other people's opinions of you.

They don't focus on things they can't control, devote yourself to the things you can control. So while you can't prevent the storm from happening; you can control how you will prepare for it. I always work on the assumption that something will go wrong; this helps me prepare in advance and have options.

They don't dwell on the past, dwelling on the past keeps you stuck. The only time you can change behavior is now; staying in the present can help you take action.

Mental muscle requires exercise to grow stronger. A mental fitness routine will be much more effective once you recognize your bad habits and give up the ones that are holding you back.

If you would like to read more of her tips, please go to <https://www.inc.com/amy-morin/13-things-mentally-strong-people-dont-do.html>

SPONSOR SPOTLIGHT: EFFICIENTC

In 2009, Zindl and her team spearheaded the development of efficientC, OS inc.'s proprietary claims management technology. The project began when the OS team had trouble finding a tool that checked the boxes for what they felt a *true* claims management solution should provide.

"We wanted a system that would eliminate denials, provide quicker payments and shorten the claim cycle. We wanted customizable edits and warnings. We wanted reporting capabilities we could actually use and features that worked. Finding the right technology proved next to impossible. So we built it ourselves." - Lori Zindl

efficientC is a full-service software as a service (SaaS), providing healthcare organizations of different sizes including specialty clinics, critical access hospitals, provider networks, and integrated health systems - a single-complete solution for their clearinghouse, claim scrubber/edits, appeals, analytics and denial elimination system.

This innovative claims management software helps hospitals of all sizes get paid fast (95% of claims paid in fewer than 20 days), which allows them to focus on what matters most: providing quality care to patients.

Contact Information:

Chris Hegwood | 414.534.5343 | chegwood.com

efficientC | W237 N2920 Woodgate RD #100, Pewaukee, WI 53072 | os-healthcare.com/efficientC

WHAT YOUR HOSPITAL NEEDS TO CONSIDER BEFORE USING IM PLATFORMS

BY SAMANTHA LENNOX

Instant messaging (IM) platforms like Skype for Business are gaining popularity in hospitals, clinics, and healthcare organizations as a cost-effective means to increase communication across departments.

Before adopting any instant messaging platforms for internal communications, your hospital should take into consideration the current HIPAA compliance regulations.

All covered entities (healthcare providers, clearinghouse, etc.) under HIPAA must protect the privacy and security of health information and provide individuals with certain rights with respect to their health information. It's important for business offices to regularly conduct thorough risk assessments and audit internal policies of instant messaging platforms to ensure HIPAA compliance.

When Encryption Is Not Enough

Most instant messaging systems use an AES 256-bit encryption, which is used by the US Government to protect sensitive information. Hospitals and other healthcare organizations should understand security measures necessary to send Electronic Protected Health Information (ePHI) and other patient information so it remains confidential and secure during transmission.

Unfortunately, encryption doesn't cover what information (ePHI or not) is sent, cached, and/or recorded. For example, a simple conversation like Did you see Patient X had procedures A and B on the same day? Is the appropriate modifier on the claim? followed by a quick exchange between healthcare professionals on an IM platform can leave

your hospital at risk. In this scenario, best practice would be to pick up the phone and confirm the appropriate modifier. Although convenient, using PHI in Skype or another instant messaging platform is the same as putting it in an email – this must be avoided to ensure the patient's information is not compromised.

Generic BAA Agreement

Vendors who handle PHI are required by law to sign a Business Associate Agreement (BAA). Unfortunately, the typical umbrella BAA's from the large IM providers don't satisfy all the HIPAA regulations required to maintain compliance. Usage audits trails, archives of chats, and emergency access to chat histories are a few of the requirements missing from the BAA agreement.

Breach Notifications

When a breach occurs, hospitals are required to notify patients and applicable state/federal agencies

BUT what if your instant messaging platform didn't alert you? This is compliance red flag. Certain instant messaging platforms are unwilling to notify users of a breach.

Safeguard Considerations

Hospitals and providers apply reasonable measures to ensure the privacy of the information,

according to HIPAA's safeguards principle. If there is no feasible way to send information securely via instant messaging platforms then hospitals and other healthcare organizations should choose not to use them, as long as they're taking all other reasonable measures to ensure privacy.

It's not a surprise healthcare organizations are considering better tools to optimize the communication processes but at this time, instant messaging platforms are more of risk than they're worth.

Article originally posted in **OS inc.**



AAHAM CERTIFICATIONS

The AAHAM Certified Revenue Cycle Executive
The AAHAM Certified Revenue Cycle Professional
The AAHAM Certified Revenue Integrity Professional
The AAHAM Certified Revenue Cycle Specialist
The AAHAM Certified Compliance Technician

Healthcare patient financial services professionals across the nation and around the globe are looking for an edge... a way to work smarter, build a career, stay informed and make the right contacts; an AAHAM certification helps you achieve all of these goals.

What is the AAHAM CRCE (Executive) certification?

Executive Certification is an extensive online proctored exam directed to all senior and executive leaders within the healthcare revenue cycle industry, to help equip them for strategic management of the business. This certification possesses the highest level of difficulty combining content knowledge of the business with critical thinking and communication skills. AAHAM offers two types of Executive certification; one focused on the revenue cycle within an institutional (hospital, health system) environment and the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in both specialties.

What is the AAHAM CRCP (Professional) certification?

Professional Certification is an online proctored exam directed to supervisors and managers in the revenue cycle industry, to validate their knowledge and skills. This certification is for the individual who desires confirmation and recognition of their expertise and/or for those who aspire to the executive level certification. AAHAM offers two types of Professional certification; one focused on the revenue cycle within an institutional (hospital, health system) environment and the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in both specialties.

What is the AAHAM CRIP (Revenue Integrity Professional) certification?

The Revenue Integrity Professional (CRIP) is an online proctored exam directed to anyone in the revenue cycle industry to help ensure that facilities effectively manage their 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.

What is the AAHAM CRCS (Specialist) certification?

Specialist certification is an online proctored exam that tests the proficiency of staff involved in the processing of patient accounts and to prepare them for the many details needed to perform their daily job duties. AAHAM offers two types of Specialist Certification; one focused on the revenue cycle within an institutional (hospital, health system) environment, the other focused on the revenue cycle in a professional (physician, clinic) environment. Dual certification is available for those interested in obtaining certification in the institutional and professional specialties.

What is the AAHAM CCT (Compliance) certification?

Compliance certification is an online proctored exam that thoroughly tests competencies in healthcare compliance for all staff involved in the processing of patient accounts. It is intended to meet the annual employee compliance training requirements and to support individuals with professional compliance responsibilities in both institutional (hospital, health system) and professional (physician, clinic) settings.

WHY EARN AN AAHAM CERTIFICATION?

AAHAM certification states you are an expert in the field. It is an investment in your personal growth and your professional future. For over forty years, AAHAM's elite certification program has set the standard of excellence in patient financial services and the revenue cycle. It doesn't matter whether you are new to the healthcare revenue cycle or are a seasoned veteran, our family of AAHAM certification examinations offer a complete career ladder beginning with the Certified Revenue Cycle Specialist and culminating with the Certified Revenue Cycle Executive. We have a certification that will help advance your career. Plus the learning doesn't stop once you have obtained certification. Our certifications are maintained through a continuous education process. This assures you stay abreast of the important changes and updates that continually occur in our rapidly changing healthcare environment.

AAHAM certification options include:

- The AAHAM Certified Revenue Cycle Executive
- The AAHAM Certified Revenue Cycle Professional
- The AAHAM Certified Revenue Integrity Professional
- The AAHAM Certified Revenue Cycle Specialist
- The AAHAM Certified Compliance Technician

To learn more about certification visit our website or contact AAHAM WI Certification Committee Chair, Nicole Querio at nicole.querio@saukprairiehealthcare.org.



Wisconsin Chapter Membership ONLY \$25 Per Year!

Unique benefits include:

- Professional Development and networking with peers
- Notification of National Monthly Webinars (Costs: Free-\$199)
- Discounted registrations for Wisconsin Spring/Fall/Winter Conferences
- Quarterly Newsletter
- Certification coaching and study sessions
- Access to national news and events and The National Journal
- Awards/Scholarship Opportunities
- Monthly interpreted updates on Key Legislative Issues
- Advocacy Movements
- Vote for Board Members and Officers

Become a member now at aaham-wi.org

AAHAM Newsletter Editor: Samantha Lennox | slennox@os-healthcare.com

The AAHAM Wisconsin newsletter is published four times annually by the AAHAM Wisconsin 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 Wisconsin 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 is prohibited.

SPONSORS

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Tri-State Adjustments, Inc.
Partners In Collection Services

CERTIFIED RECOVERY, INC.





Presents



Request your free copy of our best practices eBook today at revcycle.com!

Contact Us
 P.O. Box 1267
 Marshfield, WI 54449
 888.576.5290
revcycle.com

We design and provide customized revenue cycle solutions for healthcare providers who prioritize patient experience and optimum performance. Our EBO solutions are custom tailored to your unique needs, and **our bad-debt collections have never been outperformed in same facility, head to head competitions!**

Scan here for eBook



Professional Finance Company, Inc.

Health Care A/R Solutions Since 1904:

- insurance follow-up
- pre-conversion self-pay clean-up
- post conversion self-pay follow-up
- self-pay receivables management
- customized collection programs
- primary and secondary debt collection
- distressed receivables purchasing
- on-site training programs



visit www.efficientc.net

“efficientC® has proven a success in reducing A/R and denials. It allows us to allocate staff time to the things we never got to before.”

—Director of Patient Financial Services

OS inc. Partners in Revenue Cycle Management

800.799.7469

UPCOMING: CONFERENCES

AAHAM CERTIFICATIONS FREE STUDY WEBINARS

Whether you are planning on taking any of the AAHAM Certification examinations, preparing for the future, or need the education to do your job better, you want to sign up for the webinar program. Statistically, those who've participated in our webinars have a higher pass rate than those who did not.

These 90 minute study sessions require a computer, high speed Internet, PowerPoint and a telephone line. The webinar includes a 60 minute presentation, a 30 minute Q&A period, and handout provided via email.

Earn 3 AAHAM CEUs for EACH study session attended.

[Register and more details here!](#)



MEGA CONFERENCE

January 21-28 | WI Dells, WI

Stay tuned for more information!



Marcy Marquis - AAHAM
5216 Broadhead St
McFarland, WI 53558