

NEWSLETTER

Fall is in the Air

By Kathy Olszewski, AAHAM President- Ministry Behavioral Health

The nippiness in the air these September mornings are telling us that the days of summer are waning and fall is revving up in full swing with lots of activities for everyone. I hope that all of you had a safe and fun summer; I know I did, but as usual, it went by way too fast. Parades, picnics, fairs, and ballgames spiced up the summer time. It's also a time for families and friends to get together to just celebrate life. Wisconsin AAHAM's family grew this summer when Board Member, Shawn Gretz and his wife Becky welcomed a new son, Trevor Kenneth, to their family. We were all excited to see the "first pictures". Congratulations Shawn and Becky!

Fall brings with it many activities for AAHAM. The Wisconsin Chapter's Fall Conference will be held in Madison this year at the Crown Plaza Hotel, October 20th – 22nd. Check out our website, www.aaham-wi.org or you may have received an email with all the

"We will be limiting the number of brochures that will be mailed out and will be utilizing email for brochures for all conferences starting this fall."

details. Judy Waydick and Cindy Lindgren have done an excellent job putting the event together with the help of Associate Board Member, Ted Witt, who lives in the Madison Area. The education line-up is great and Thursday evening we will be treated to a tailgate party and tour of Capital Brewery. Ted, thanks for making those arrangements for us. We will be limiting the number of brochures that will be mailed out and will be utilizing email for brochures for all conferences starting this fall. Our Treasurer, Paula Hoerter, has once again done a terrific job with the brochure. I hope many of you can attend this year and bring a friend or coworker along. Registration is easy as you can now register and join Wisconsin AAHAM on line using your credit card.

Are you interested in earning a Wisconsin AAHAM Scholarship? This Scholarship is good for free Wisconsin AAHAM Conferences. Please check out the "scholarship" tab on our website for information about the Deborah Krueger Memorial Scholarship. You can still apply in 2010 through December 31st. The Scholarship will be awarded at the Spring Conference 2011. Education budgets are tight all over and

SAVE THE DATE!

AAHAM WISCONSIN FALL CONFERENCE

When: October 20-22, 2010

Where: Crowne Plaza
4402 East Washington Avenue ·
Madison, WI 53704

Only \$99.00 for the Hotel!

For Hotel Reservation Call
608.244.4703 or 800.404.7630 by
09/20/2010

[Click Here for the Brochure](#)

[Click Here to Register Online with a Credit Card](#)

The brochure is included in the following pages.

Below is a list of the speakers:

- **Wisconsin Medicaid Updates / Jude Benish**
- **Best Practice Third Part Registration and Collection Techniques / Bruce Nelson**
- **MSP-Getting it right the first time / Kevin Willis**
- **Disarm with Charm / Jason Olson**
- **Leading Change / Barb Larsen**

this is a great way to take advantage of the educational opportunities.

If you have not already done so, I'd like to encourage everyone to consider sitting for one of AAHAM's Certification exams. This certification gives you an advantage in practice and knowledge of healthcare administrative issues and compliance. I encourage my staff to sit for the exams and know that this has made them more knowledgeable and confident in their jobs. Renee Chatman, who works in my office, recently passed the CCT (Certified Compliance Technician) on the first try. Congratulations Renee! The next testing dates for the Professional Exam is October 18th – 23rd and Technical Exams will be administered November 8th – 19th. The deadline to register for the February, 2011 Technical Exams is December 1, 2010. Wow, can you believe that is less than 3 months away. Please check out our website for more information regarding certification.

AAHAM's National Institute (ANI) is being held in Fort Lauderdale, Florida this year and I'm fortunate to be attending the conference as well as the president's meeting. Hopefully there will be no hurricane hitting Florida October 12th – 15th and I can bring back information for our next newsletter from the Board Meeting and Conference.

I hope to see many of you at the Wisconsin Fall Conference next month. Remember to "take time to play." It is the secret of Perpetual Youth.

Is Maintaining Compliance Important to your Facility?

Does your job require that you maintain compliance in your profession? In today's healthcare industry, compliance is of utmost importance. Regardless of what role you maintain in today's healthcare, understanding and educating yourself and staff in compliance is a necessity.

The American Association of Healthcare Administrative Management (AAHAM) began their proactive approach to compliance in 2007 by the creation of a compliance exam which tests the skills and knowledge of those in the healthcare field. The compliance exam covers topics such as Fraud and Abuse, the U.S. Sentencing Guidelines, HIPAA, Administrative Sanctions, etc. Upon successful completion of the exam, the applicant will become a Certified Compliance Technician (CCT).

The reasons that you or your staff should become certified are many. Becoming professionally certified can:

- Show a commitment to the healthcare position being held
- Show that your staff possess a comprehensive knowledge of compliance
- Show personal growth and pride
- Demonstrate ongoing education of the staff to governmental agencies
- Increase job opportunities
- Reduce the potential for Civil Monetary Penalties
- Increase employer awareness of staff's capabilities

ELECTION TIME!!!
AAHAM WISCONSIN
BALLOTS WILL BE EMAILED
OUT SOON. BE ON THE
LOOKOUT!

Also, by becoming professionally certified, individuals will join a network of peers who are nationally recognized for their knowledge and expertise in the healthcare field.

Take the challenge and become certified. It is time to become nationally recognized for understanding and maintaining compliance in today's healthcare world. It will benefit your organization, your personal growth and the knowledge of your staff.

JOIN AAHAM WISCONSIN TODAY FOR ONLY \$25.00!

Okay, for only \$25.00 per year, I am convinced Wisconsin AAHAM will help me grow in my career! The conferences, networking, certification, and bi-annual newsletters will all help me.

How do I join? By clicking the link below and completing application and email it back to us with a check or pay with credit card below by using the Buy Now Button.

[HTTP://WWW.AAHAM-WI.ORG/JOIN.HTML](http://www.aaHAM-wi.org/join.html)

Membership Update!

As of 9/9/2010, AAHAM Wisconsin has added 8 new National members and 6 new local members in 2010! Please take the chance to welcome some of our new members!

Name	Title	Company
Stuart Tribbey		
Jennifer Underwood	Patient Financial Services Representative	Memorial Health Center
Chad Wyman	Account Manager	netwerkes.com
Aaron Bonelli	Client Representative	RCB Collections
Scott Alger	Medical Revenue Cycle Consultant	Medical Pay Solutions
Dorothy Reichert	Insurance Billing Processor	Memorial Health Center
Sue Laulainen	Business Office Manager	Howard Young Medical Center
Julie Leis	Compliance Officer	OutSource Inc.
Suzanne Olson	Supervisor of Patient Access	Columbus Community Hospital
Vicki Ziglinski	Director, Patient Financial Services	Amery Regional Medical Center
Pam Lunde	Director of Financial Services	Columbus Community Hospital
Ty Larson		Emdeon Business Services
Shirley Bailey	Compliance Manager	St. Michael's Hospital
Michele Mildebrandt	Patient Business Services Coordinator	Calumet Medical Center

Attention to Contract Details Pays Off: Bellin Health Realizes Refreshing Revenue Returns

By Matt Golas and Pam Brindley, Wisconsin AAHAM Chapter

For Bellin Health System in Green Bay, one of the keys to increasing the facility's financial health came down to a very simple idea. Find a detail oriented person and set them to work on paying attention to the many individual payor contracts and their financial and non-economic terms. When Wendy Schultz came on board in 2004, her task was just that straightforward - understand the contracts and make sure the terms were being honored. By paying attention to contract details, Schultz, Bellin's Managed Care Leader, dramatically increased the health facility's financial bottom line. Since 2004, over \$7.8 million in underpayments have been recovered by her team. In 2008 alone, Bellin Health recovered \$2.5 million in underpayments. In 2009, that number was \$1.7 million and in the first seven months of Fiscal Year 2010, over \$900,000 has already been recovered. In addition, there is currently almost \$580,000 in disputed claims that are awaiting payment from insurance companies. "It is crucial for health systems to monitor their payments from insurance companies," Schultz said. "Improper contract loading by insurance companies and claim processing errors have resulted in huge amounts of underpaid claims." Before hiring Schultz, Jeff Hampton, Team Leader of Revenue Cycle Management, had identified a major issue that plagues many providers. The heart of the problem was that Administration had taken painstaking care in negotiating a favorable contract but once the contract was signed, it was thrown into a file cabinet never to be seen again. He asked the simple question, "Are we being paid correctly?" When Schultz was hired, she had no medical background, but Hampton was confident that her business skills would translate well as she organized Bellin's contracts into a workable system. Looking back to the start of the project, Schultz now laughs. "I didn't even know the difference between a UB and a 1500," she said. Awaiting Schultz when she initially arrived at Bellin Health, currently home to a 167 bed acute care hospital, a 55 bed psychiatric hospital, a critical access hospital and 30 clinics, was a file cabinet full of contracts that were in total disarray. Schultz started by reading the terms of the contracts, paying special attention to the financial and non-economic terms like timely-filing limits. She took information regarding payment

rates, entered it into a spreadsheet and distributed it to those on her team in the business office. Once the contracts were organized, Schultz began the process of auditing variances or anything else that appeared out of order and disputing underpaid claims. Before long, the manual auditing process had become too tedious and Schultz brought in Pat Riley, Business Applications Manager, to automate the process by modeling the payor contracts. Schultz identified the terms that were valuable to her team to make sure that the hospital was being paid according to the terms of the contracts and Riley created a home grown system to identify variances in expected versus posted adjustments. Now, on a daily basis, Schultz's team runs daily variance reports. Each claim that hits the report is investigated to identify if the claim has been underpaid or if there is another type of error. Disputed and recovered underpayments are tracked on a spreadsheet that is reported to Administration on a monthly basis

When Chief Financial Officer Jim Dietsche was hired in 2005, he was instrumental in making another important change by involving Schultz in the contract negotiation process. "It is absolutely essential to involve those that work on the front line in the negotiation process," Schultz said. "They can identify potential pitfalls and tighten up contract language based on payor issues that they have experienced. This is valuable after the contracts are signed as well. Once a contract is in place, those working with insurance companies on a daily basis need to be aware of pertinent information like financial terms, timely filing deadlines and payor policies and procedures."

Another piece of the correct payment puzzle that Schultz's team had to master was monitoring refund requests from payors. "We receive hundreds of refund request letters and many of them are not valid," said Schultz. Her team has denied over \$1.1 million in refund requests since the process began in 2008. Each refund request letter is analyzed to determine its appropriateness before a refund is made. Some reasons for denied requests include those that require patients to pay more due to recalculation of benefits and those that have incorrect contract rates.

With a net impact to the bottom line of nearly \$10 million, it is easy to see why Bellin Health has recognized the importance of this function and given Schultz the autonomy and resources to expand the functionality of the team and scope of the project. The team has grown from Schultz sifting through forgotten file cabinets on her own to eight people tracking contracts on a daily basis in six short years. The team now consists of four Reimbursement Specialists to monitor payments, three Refund Specialists to review refund request letters and work credit balances, and a Revenue Audit Coordinator to reduce risk by working with departments on billing compliance. "The annual salary of the entire team can be reclaimed within a month or two, so the return on investment is remarkable," Schultz said. "It is not difficult to track the tangible impact of underpayment recoveries and denied refund requests. What is not as easy to quantify is the money saved in wasted hours and the overall impact that the team has had on issues that are now being addressed at the source. It is a little difficult to imagine how many dollars could have been lost if we had not been proactive and fixed the root cause of the issues we've identified."

Schultz is proud of the system that she has developed and believes that a similar process is now being implemented by many providers. When attending conferences, Schultz shares her story with other providers and challenges them to configure their own process in order to increase revenue. She is willing to lend assistance and answer any questions about implementing such a process. "In our current economy, it is so important that providers be paid according to the terms of these agreements if we're to remain financially stable," Schultz said.

AAHAM WISCONSIN WOULD LIKE TO THANK OUR CORPORATE SPONSORS 2010!

Gold Sponsors!

Alliance Collection
Agencies
[Link](#)

Americollect, Inc
[Link](#)

Apex Print Technologies
[Link](#)

State Collection Service,
Inc
[Link](#)

The Cvikota Company
[Link](#)

United Credit Service
[Link](#)

Silver Sponsors
Credit Management
Control, Inc
[Link](#)

H & R Accounts Inc.
[Link](#)

Netwerkes.com
[Link](#)

Outsource Inc
[Link](#)

Outreach Services
[Link](#)

Tri-State Adjustments
[Link](#)

FACEBOOK – PROBLEMATIC ISSUES FOR HEALTH CARE WORKERS

By Nancy Davis, Director of Privacy/Security Officer for Ministry Health Care

Facebook is one of many free-access social networking websites where users can join networks organized by city, workplace, school, and region to connect and interact with other people. Users can also add friends and send them messages, and update their personal profiles to notify friends about themselves and what is happening in their lives. The use of Facebook and other social networking sites has become so much a part of a user's everyday functioning, that lines may become blurred as to when personal information is overlapping with other areas of life – including what is happening in a user's work world.

While the interactions shared on Facebook between "friends" may seem limited to that circle, the reality is that Facebook postings are very "public" and may be damaging to the user personally and professionally. Employers are beginning to monitor social networking sites to determine eligibility of potential candidates as well as activities of existing staff members. Inappropriate postings of work experiences may prove harmful to the person posting if found by an employer. Inappropriate postings of work experience by health care workers can cause even greater harm if the information posted includes patient references. Health care workers and the organization's which employ them are responsible morally, ethically, and legally to safeguard the privacy and security of the patients they serve. Examples of recent Facebook concerns include:

- *April, 2009: Nurses involved in discussing a patient's condition on Facebook were disciplined (e.g., suspension, written warnings). The investigation came about because of anonymous tips made by multiple co-workers who were uncomfortable with the postings. Another similar concern was shared by a community member in May regarding the Facebook communications of staff members.*

- *April, 2009: A nursing home employee was fired after the Minnesota Department of Health investigated inappropriate photographs posted* and the patients you serve to make sure it is appropriate. Inappropriate disclosures of patient information will result in corrective action and may also include civil and criminal penalties for patient privacy breach.

If you have any questions about safeguarding the privacy and security of patient information, please

on Facebook. According to findings released by the MDH, authorities were called to investigate photos posted on the page of a nursing assistant at the Watertown, MN facility.

- *February, 2009: Two nurses accused of photographing a patient and posting the pictures on the Internet were fired. The investigation started with an anonymous call from an employee at Mercy Walworth Medical Center in Lake Geneva, with the allegation that a nurse took pictures of a patient with her cell phone and posted them on her Facebook page. Walworth County Undersheriff Kurt Picknell later confirmed "There were two nurses that independently took a picture each of an X-ray of a patient."*

Before discussing work-related activities on Facebook or any other social networking website, users should consider the following:

1. How does the posting reflect on you as a health care professional? Your co-workers? Your work unit? Your organization?
2. Are you sharing confidential business information or any other information that could reflect poorly on the organization?
3. Have you included any information that could directly (e.g., name, Social Security number, address, etc.) or indirectly (e.g., provider name, date of birth, diagnosis, etc.) identify a patient under your care or the care of the organization?
4. Are you posting any information that is in conflict with the organization's mission, culture and/or values?

Facebook and other social networking sites provide many opportunities for positively sharing your life with others. Please think carefully about the information you share regarding your organization contact your local privacy/security officers or Nancy Davis, Director of Privacy/Security Officer for Ministry Health Care at Nancy.Davis@ministryhealth.org.

Edited by Geoffrey Huys, Director of Public Relations and Communications – 5/15/09.

AAHAM Legislative Day

ByCarolynn Mielke - Business Analyst - MercyCare Insurance Company

This year's AAHAM Legislative Day offered Shawn Gretz and I a wonderful opportunity to visit our nation's capitol and meet with some of our leaders. On Thursday, April 22, 2010, we met with the offices of Senator Herb Kohl, Senator Russ Feingold, House Representative Tammy Baldwin, and House Representative David Obey. We also stopped by House Representative Paul Ryan's office and dropped off a copy of our information. There were four talking points that we brought to our meetings, all of which were included in Healthcare Reform, signed into law on March 23, 2010. We requested that our Senators and Representatives work with HHS and CMS to reduce the timeframe for promulgating certain rules introduced in Healthcare Reform. Following is a brief overview of the information we provided.

Healthcare Reform introduced the adoption of a unique health plan identifier, to be effective no later than October 1, 2012. AAHAM requested Congress encourage and that CMS/HHS take action on, publishing a rule adopting a National Health Plan Identifier with an effective date no later than December 31, 2011.

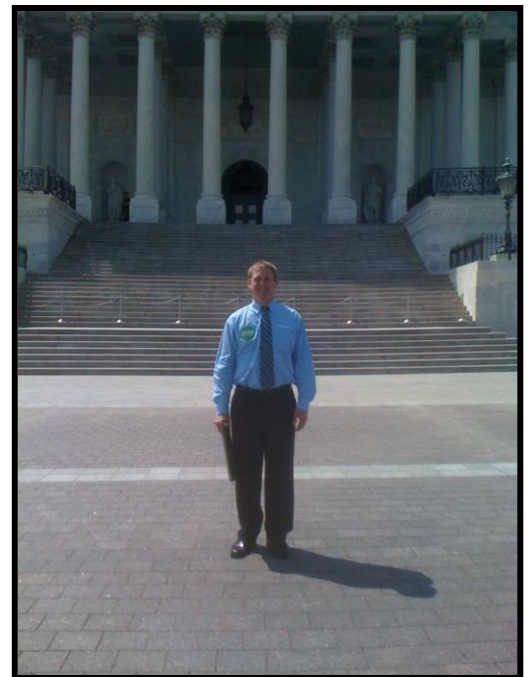
Healthcare Reform also introduced operating rules for eligibility for a health plan and health claim status, and the allowance for the use of a machine readable identification card. The rule proposed this be effective no later than January 1, 2013; AAHAM requested that Congress publish a rule adopting the National Standard Health Card using the WEDI Standard with an effective date of December 31, 2011.

The introduction of electronic funds transfers and healthcare payment and remittance advice requirement is to be adopted and effective under Healthcare Reform no later than January 1, 2014. AAHAM requested that CMS/HHS publish a rule requiring all payers who are required to use the HIPAA 835 transaction also be required to pay provider using electronic Funds transfers with standard CCD+ upon request with an effective date no later than December 31, 2011. AAHAM also requested in regards to this rule that CMS require Medicare Advantage plans abide by the same electronic requirements as Medicare itself.

The last rule AAHAM addressed during Legislative Day was regarding health claims or equivalent encounter information, enrollment and disenrollment in a health plan, health plan premium payments, referral certification and authorization transactions. Healthcare reform required that operating rules regarding these transactions be adopted and effective no later than January 1, 2016. AAHAM requested that CMS/HHS publish a rule adopting standardized acknowledgement transactions as a requirement under HIPAA for implementation along with upgraded versions of existing transactions no later than January 1, 2012.

Adopting these four rules under the Healthcare Reform bill earlier than initially proposed would result in a savings of as much as \$30 billion, according to research conducted by the Healthcare Efficiency Index.

Shawn and I had great discussions with the representatives from the previously mentioned offices in Washington. Being in our great nation's Capitol and being involved in Legislative Day was a humbling and awe-inspiring experience, and I would like to take this opportunity to again thank Wisconsin AAHAM for allowing us to go.



AAHAM SPONSORSHIP

AAHAM SPONSORSHIP IS A GREAT WAY TO GET KNOWN IN WISCONSIN!

BELOW ARE THE BENEFITS TO YOUR COMPANY:

- ✓ Printed Acknowledgement on meeting announcements.
- ✓ Verbal introduction during meeting.
- ✓ Website link to and from the Wisconsin Chapter website.
- ✓ Ability to give out door prizes.
- ✓ Business Associate Showcase Booth at the spring **and** fall conference.
- ✓ Free WI AAHAM conference registrations for both the spring and fall conference.
- ✓ Ability to hand out give-a-ways with your logo on it. Must be presented/arranged in advance.
- ✓ Your name will be listed on our WI AAHAM display board at both conferences.

SPONSORSHIP DEADLINE IS THE LAST DAY OF FEBRUARY EACH YEAR. FOR MORE INFORMATION CONTACT KAREN:

Karen Shurbert - St. Michael's Hospital
900 Illinois Avenue - Stevens Point, WI 54481
(715) 346-5173 - karen.shurbert@ministryhealth.org

Create Your Own Mission Statement for Your Personal and Professional Life

By Denis Waitley, Denis Waitley International, 200 Swisher Road, Lake Dallas, TX 75065, 877-929-0439

Two of life's greatest tragedies are: Never to have had a great mission in life, and to have fully reached it so there is no challenge remaining.

Are you going where you want to go, doing what you want to do, and becoming who you want to become? These are the questions we must ask ourselves. Set some quiet time aside after you have finished this program and see the two yous in the mirror of your mind:

1. There is the reflection of the person you are today.
2. There is the image of who you will be in the future.

Looking at my own life, I am incredibly different in many respects from the person I was 10 years ago.

As you reflect on your past and anticipate the future, understand that virtually nothing you have experienced has been wasted. It all blends together into wisdom and knowledge, and creates your own unique brand of cultural diversity.

Action Idea: In your professional life, what is most important for you to achieve in the remainder of your career? In your personal life, what is most important for you to achieve in the remainder of your life? Find a close friend or associate you trust and network with often, and challenge each other to continuously strive to reach these objectives.

Passion in your purpose will help you take control of your life, and also give you one other advantage that is not widely recognized: About 10 more years of life, on average. Pursuit of a goal wears out very few people. But they rust out by the hundreds of thousands when their pursuit of happiness turns into a geriatric park. A job is something you do for money. A career is something you do because you have an inner calling to do it. You want to do it. You love doing it. You're excited when you do it. And you'd do it even if you were paid nothing beyond food and the basics. You'd do it because it's your life.

Be inspired to learn as much as you can, gain skills as much as you can, to find a cause that benefits humankind and you'll be sought after for your quality of service and dedication to excellence. My nephew and niece, David and Heidi, at the ages of 30, had three little girls, ages 7, 5 and 2. On an anniversary some years ago, they went out dancing and the margarita she had must have been one powerful fertility drug. She became

pregnant that night, and with no incidence of multiple births in our family, eight months later, she delivered quadruplet girls, prematurely. I hurried down to the Children's Hospital in San Diego to get a photo opportunity and possible media coverage as "Uncle Denis of the Waitley Quads." They told me to stand in the corner, saying I hadn't contributed anything. The TV anchorwoman asked my niece Heidi how she felt. She said, "I feel a little tired. We're going to need a new car." They turned to my nephew David, whose eyes looked like burnt corks. "David, as the father, how does it feel to have seven little girls under the age of 7?" David replied, "We're not going to need a new car, we're never going anywhere again." But that's not the point of the story. In addition to seeing them as wonderful parents devoted to their seven little girls, my attention was focused on the neo-natal nurses caring for the newborn quadruplets, weighing between a pound and a half to two and a half pounds. Caring passionately for them like little birds in nests. Oblivious of quitting time. Not hearing the lunch bell at noon. Doing what they loved. Involved in helping improve the quality of life. We all can't be Barbra Streisand or Jonas Salk. But we can chase our passion, not our pension. You'll always do well, what you love most.

Action Idea: If you had the time and circumstances allowed, what is one of your most passionate desires in life you would like to pursue? It could be a new business idea, music, action, sports, or community service. Starting tomorrow, chase that passion a little bit at a time.

CERTIFICATION CORNER

For more than 30 years, the CPAM and CCAM examinations have set the standard of excellence in patient accounting, comparable to earning a CPA or passing the bar exam. Both designate mastery of the art of patient account management, the CPAM for those who work in a hospital setting, and the CCAM for those in clinical/physician settings.

The Technical Certification program was developed in 1992 as a direct result of the dramatic changes in the health care industry. AAHAM developed the Certified Patient Account Technician (CPAT) and Certified Clinic Account Technician (CCAT) examinations to test the proficiency of individuals involved in the patient accounting revenue cycle and to prepare them for the many changes to come.

**December 1, 2009 –Registration deadline for February 2011
CPAT/CCAT/CCT**



WISCONSIN CHAPTER >>>

"Scholarship Program"

"DEBORAH KRUEGER MEMORIAL SCHOLARSHIP PROGRAM"

2009: We have renamed our scholarship program in honor of our friend and colleague who was taken from us too soon. Deborah was very supportive of AAHAM and the education it provides to its members so renaming it is a great tribute to her.

Purpose:

The purpose of the Wisconsin Chapter Scholarship Program is to encourage AAHAM member participation in educational activities such as attendance at seminars, participation on AAHAM committees, and studying for and acquiring either technical or professional certification through the AAHAM certification program.

Eligibility:

- Members who are in good standing in both local (Wisconsin) and National AAHAM for one year prior to the scholarship year.
- The President and Chairperson of the board are ineligible.
- The winner of the scholarship award is not eligible for the next two years.
- Each scholarship year begins the first calendar day of the year and ends on the last calendar day of the year. Applications and documentation of points earned must be submitted by February 1st of the following year. The winner will be announced at the spring conference.

Points: (check appropriate box and list description of activity on application form)

10 Points

- Assisting with an AAHAM seminar.
- Sitting for technical certification.
- Local AAHAM member for 1-5 years.

25 Points

- Signing up of a new local or national Member.
- Serving on a WI Chapter committee.
- Passing the technical certification.
- Local AAHAM member for > 5 years.
- National AAHAM member in good standing.

50 Points

- Article written by the member that is published in the WI AAHAM newsletter or National Journal. A maximum of two articles per issue is allowed.
- Attendance at all local chapter conferences in the scholarship year.
- Representing AAHAM on a committee outside of our chapter meetings.
- Attendance at the Annual National Institute.
- Representing WI Chapter at Legislative Day.
- Chairing a Wisconsin Chapter committee.
- Conducting or assisting at a coaching session.

100 Points

- Presenting at the National Institute.
- Serving on a National committee.
- Sitting for CCAM or CPAM examination.
- Passing the CCAM or CPAM examination.

The winner of the Scholarship Award will have the choice of paid registration to one of the following 1) AAHAM ANI, 2) AAHAM Legislative Day or 3) two WI AAHAM local conferences. Winner will be the applicant with the most points earned – minimum of 50 points required to be eligible.



WISCONSIN CHAPTER >>>

Scholarship Program Application

“DEBORAH KRUEGER MEMORIAL SCHOLARSHIP PROGRAM”

Please Print

Name: _____
Address: _____
Phone: _____
E-mail: _____

I have completed the requirements for points in the Wisconsin Chapter Scholarship Program by participating in the following activities: (please attach supporting documentation)

Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Date: _____ Activity: _____ Points: _____
Total Points: _____

Applicant Signature: _____ Date: _____

Committee Chairperson Signature: _____ Date: _____

Mail application form to: Dorinne Christl – AAHAM Scholarship Program
Affinity Health System
222 W. College Ave., Suite 4A
Appleton, WI 54911

Or fax signed application and supporting documentation to: 920-628-9042
If you have questions, please call Dorinne Christl at: 920-628-9248

Registration Form

Name: _____
Facility: _____
Address: _____
City: _____
State: _____ Zip: _____
Telephone: (_____) _____
Email: _____

Wednesday, October 20, 2010

- AAHAM Professional and Technical Certification Coaching
Session: 2 - 4 pm

Please check areas of interest:

- Federal regulations & governing bodies**
 Patient access services
 Hospital and clinic billing
 Credit and collections

- Exhibitor Showcase: 7 – 9 pm

Thursday, October 21, 2010

- Capital Brewery Tour and Tailgate Party 6 – 9 pm

There is no charge for Coaching, Business Associate Showcase or Capital Brewery Tour/Tailgate Party. Please check above so we can plan accordingly.

Conference Registration Fees:

Entire conference:

____ Member \$189 ____ Non-member \$229*

Thursday only:

____ Member \$129 ____ Non-member \$159*

Friday only:

____ Member \$60 ____ Non-member \$90*

*Membership fee for AAHAM is \$25 annually. To join AAHAM and get the discounted conference rate call 715-295-5336 or 5332 or visit us at www.aaham-wi.org.

Please mail completed form with check payable to:

AAHAM c/o Paula Hoerter, Treasurer
P.O. Box 8004, Stevens Point, WI 54481-8004
Fax: 715-22344-8127

Registration can also be done on our website with PayPal.

Conference reservations are requested by October 15, 2010. If you wish to register within 48 hours of the conference please call Paula Hoerter at 715-295-5332.

Refund Policy: a full refund of the registration fee, less a \$25 processing fee will be granted if cancellation is received 5 business days prior to the conference. A 50% refund, less a \$25 processing fee, will be granted if a cancellation is received up to 72 hours prior to the conference. NO REFUND will be granted if a cancellation is received less than 72 hours prior to the conference (even weather related). Substitutions can be made up to 72 hours before the start of the conference.

Hotel Information: Reservations can be made by calling the Crowne Plaza at 1-608-244-4703 or 800-400-7630.

Room rates are \$99. Ask for AAHAM rates. Room rate is guaranteed until 9/20/10. At registration, please provide the hotel with your facility tax exempt certificate.

A special **THANK YOU** to our
2010 AAHAM-WI
Business Associates

Alliance Collection Agencies, Inc.

Americollect

Apex Print Technologies

Credit Management Control

The Cvikota Company

H & R Accounts, Inc.

Netwerkes.com

Outreach Services

Outsource Inc.

State Collection Service, Inc.

Tri-State Adjustments

United Credit Service, Inc.

Community Service Project

We will be accepting monetary donations for our local community Service Project.

There will be a brief presentation from the organization before lunch.

Are you an AAHAM member? If not...why not?

Go to the AAHAM website to see the great benefits of AAHAM membership.



WISCONSIN CHAPTER

**ANNUAL FALL
CONFERENCE
October 20, 21 and 22, 2010**

**Crowne Plaza
4401 E Washington Ave
Madison, WI**



Conference CEU's – 9 credits

CONFERENCE AGENDA

Wednesday, October 20, 2010

2:00 – 4:00	AAHAM Professional and Technical Certification coaching session
4:00 – 6:00	Open AAHAM Board Meeting
7:00 – 9:00	Business Associate Showcase (light meal provided)

Thursday, October 21, 2010

Business Associate Showcase All Day

8:00 8:30	Registration/Continental Breakfast
8:30 – 8:45	President's Welcome
8:45 – 10:15	Wisconsin Medicaid Updates / Jude Benish
10:15 - 10:30	Break
10:30 – 12:00	Best Practice Third Party Registration and Collection Techniques / Bruce Nelson
12:00 – 1:00	Lunch
1:00 – 2:30	MSP – Getting it Right the First Time/ Kevin Willis
2:30 – 2:45	Break
2:45 – 4:15	Disarm with Charm / Jason Olson
6:00 – 9:00	Capital Brewery Tour/Tailgate Party

Friday, October 22, 2010

Business Associate Showcase All Morning

8:00 8:30	Registration/Breakfast
8:30 – 8:45	President's Updates
8:45 – 10:00	Leading Change / Barb Larsen
10:00 - 10:15	Break
10:15 – 12:00	Leading Change - continued
12:00 – 12:15	Closing / Door Prizes

Program Content

Wisconsin Medicaid Updates / Jude Benish

Jude will discuss the new updates to the Medicaid program including the new Basic Plan. She will also review issues related to the ForwardHealth Portal, provider resources and top denial reasons for hospitals and clinics.

Best Practice Third Part Registration and Collection Techniques / Bruce Nelson

This session concentrates on healthcare and insurance legal issues and targets anyone involved in the process of obtaining reimbursement from third parties. During the session, the presenter will discuss relevant WI and federal statutes and give helpful hints on how to resolve common issues such as how to fight refund requests and medical necessity denials. The presentation provides a “big picture” overview of how all revenue cycle responsibilities affect successful collections on the back end.

MSP-Getting it right the first time / Kevin Willis

Kevin will put in plain words the Medicare Regulations as they apply to various aspects of Medicare Secondary Payer. Kevin will illustrate an appropriate approach to common and not so common Medicare registration scenarios. He will identify standard pitfalls and how to avoid them. He will also explore impediments to Third Party Liability reimbursement.

Disarm with Charm / Jason Olson

Having quality conversations with your patients is essential for success collecting copays and outstanding self pay balances. Due to rising healthcare costs and the current economy, communicating and collecting are becoming increasingly challenging. Allowing conversations with patients to escalate can be very costly in terms of time, money, and reputation. This presentation will teach you how to incorporate your personality to help diffuse “difficult” patients and will provide ideas on how to turn these challenging situations into positive rapport building opportunities.

Leading Change / Barb Larsen

Adapting to the constant world of change. Face it, people don't like change. This highly interactive workshop will assist employees and organizations to better adapt in the constant world of change. This workshop will discuss the phases of change, why people react negatively to change, what are some strategies for supporting change, and how to deal with the “rumor mill” when change occurs.

Our Speakers...

Jude Benish, is a Professional Relations Representative with HP enterprise Services, the fiscal agent for Wisconsin Forward Health. She brings more than 30 years of Medicaid experience, and provides education and assistance to primary care providers in SC and SW Wisconsin. Jude also participates in several provider association workgroups.

Bruce Nelson has a twenty year career in revenue cycle management. He has led revenue cycle operations at a number of large healthcare systems, has been an industry consultant as well as the sales and marketing executive for SearchAmerica. Nelson has presented to thousands of healthcare attendees in all fifty states on various aspects of Revenue cycle management. He is currently Executive Director Business Development at AHC, Inc.

Kevin Willis, formerly a National Government Services MSP lecturer and Auditor, is now the Medicare Solutions Director for Claim Services, Inc. He spent ten years with the Medicare Contractor in the states of Illinois, Indiana, Ohio, and Kentucky. Nearly four of those years were spent as the Medicare Secondary Payer (MSP) auditor and educator in those states. In 2005 Mr. Willis joined Claim Services Inc. and has continued to provide educational speaking engagements for state and national groups such as NAHAM, HFMA and AAHAM, as well as individual hospitals. Kevin is also the credited author for HCPro's “Medicare Secondary Payer Questionnaire Training Toolkit”.

Jason A. Olson, has 13 years of collections experience, having worked as a third party collections manager for G.E. Capital and Nation Action Financial Service in Buffalo, NY. He also worked for Cendant Corporation in Las Vegas, NV and was responsible for training staff on how to collect on first party timeshare delinquencies. Currently, Jason is the Director of Collections at Alliance Collection Agencies, Inc. in Marshfield, WI. Jason's area of expertise is training staff on how to communicate with customers and on overall collection strategies /techniques. He has given numerous presentations to businesses and healthcare providers to assist them with their collection efforts.

Barb Larsen has built a reputation for developing customer service and strategic marketing programs that command results. Barb is an adjunct professor teaching training and development classes in the Human Resource and Business Education major and Training & Development minor. She teaches courses in the Business Education division at Western Technical College in La Crosse, WI. Barb has become a certified trainer for Franklin Covey, Personality Resources International, DDI, and Vital Smarts programs. She has given many presentations across the country and the Midwest, and has trained hundreds of participants in corporate, business, nonprofit, healthcare, and education.