

# NEWSLETTER

## A NEW ERA

*By Linda Klapperich, CPAM, AAHAM President- Our Lady Victory Hospital*

As I watched the Monday Night football game last week, I realized that Packer fans are in a new era. With all the hoopla about the Packers-Vikings rivalry, I don't think that I need to go into detail. Let's just say that for me and many other football fans, it was very different seeing ol' #4 in a change of colors.

As I look around, it isn't just jerseys that are changing colors. With the change of season, leaves are changing colors and bearing beautiful fall hues. People's activities and interests are also changing with the weather. Two of my nephews are in their final year of high school and I am trying to attend their sporting events and appreciate their 'lasts'. (Last game, last homecoming, last day of high school). And I will eventually give my sister and sister-in-law support as they send their eldest sons out into the world.

Along with the 'lasts', there will be many firsts and new opportunities to look forward to in the next year. I will soon have the opportunity to take my daughter driving for the first time. Prayers are welcome! Another change in my life is that I am a student again. I have enrolled in college and am pursuing a degree in Business Administration. Prayers are welcome for that too!

To prepare for this new era in my life, I had to have faith in my inner strength and also rely on my external support group. I knew school would significantly limit my free time and that I wouldn't be able to devote as much time as I'd like as President of our local chapter. I also knew that I couldn't in good faith step down unless I felt our wonderfully committed Board, Business Associates and membership would have continuity. With that in mind, one of my first contacts was Kathy Olszewski, CPAM, and current treasurer of AAHAM-Wisconsin. Kathy has been an AAHAM member for nearly 10 years and on the Board for 7 years. She has been an integral part of the success of our organization. Kathy also understands my situation as she has already accomplished what I hope to. She acquired her BS and Masters while working full-time. What a role model!

Kathy strongly believes in the mission of AAHAM and graciously agreed to take over the responsibilities of President to allow me to pursue my goals. Kathy has my full endorsement for President of AAHAM-Wisconsin Chapter and I strongly encourage you to vote for

### UPDATES!

#### VOTE NOW!!!

AAHAM Wisconsin Election 2009

[Click Here to Vote](#)

#### SAVE THE DATE!

#### AAHAM WISCONSIN SPRING CONFERENCE

When: April 8-9, 2010

Where: Stoney Creek Inn, Wausau, WI

[Click Here to save to your Outlook  
Calendar](#)

&

#### 2010 MEGA CONFERENCE

When: January 20-22, 2010

Where: Kalahari Resort and  
Conference Center, Wisconsin Dells,  
WI

*Room Rate Only \$85.00*

*Early Bird Rate for Entire Conference  
Only \$225.00*

[Click Here for the Brochure](#)

For more information visit:

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

her when the ballots are sent this month. I am confident that with Kathy's leadership, our local chapter will continue to be successful. Please watch for the ballots to be sent to membership soon.

Our entire Board of Directors has been busy. Cindy Lindgren, Paula Hoerter and Ron Wilczek worked with the Minnesota Chapter to plan and host the Bi-State in July. I especially want to thank Ron for unleashing his 'hidden talents' in planning social events. We received rave reviews on the Golf Outing and the tour of the Leinenkugel's Brewery that Ron organized.

Paula and Judy Waydick will be at sunny Arizona this week for the AAHAM ANI. There are 30 educational sessions being offered in addition to numerous networking opportunities. At the 2008 ANI, the AAHAM-Wisconsin Chapter was awarded 2<sup>nd</sup> place for Chapter Excellence. With Judy's time and dedication, we are anticipating favorable results again this year.

Another event that we are aiming for as much success as in the past is the MEGA Conference. The 2010 MEGA Conference is January 20-22, 2010 at the Kalahari Resort in Wisconsin Dells. Two of our Board members, Shawn Gretz & Cindy, have done an excellent job in organizing and promoting the event. Registration forms are available online and more information can be obtained at [www.megawisconsin.com](http://www.megawisconsin.com). There is a savings of \$200 if you register by November 13, 2009. Take advantage of the Early Bird Rates!

The MEGA Conference is one of the ways that we stay committed to the AAHAM Mission. Our Mission Statement is "**To provide education, certification, networking, and advocacy for healthcare revenue cycle professionals.**" Other ways in which we have worked to fulfill our mission and advance the professional development of our members is through 1) Legislative Day, 2) certification and 3) our local conferences.

In April 2009, Dorinne Christl and I attended Legislative Day in Washington DC and found it extremely educational and an excellent way to submit healthcare issues to the legislators. Legislative Day 2010 will be in Washington DC in the spring. Please keep it in mind as a possible event to attend next year. It is a great city for families.

Dorinne is also in charge of our scholarship program. Scholarship applications are due by February 1, 2010. Scholarship applicants may win paid registration to the ANI or to two Wisconsin AAHAM conferences. For more information, please contact Dorinne or one of our local Board members.

AAHAM technical and professional certification is another benefit that we are very proud to offer. The distinctions of CPAT, CCAT, CPAM and CCAM are unique to our organization. We have an excellent Certification Chair in Cheryl Meyer. Cheryl hosted one of the recent professional certification webinars. Karen Shurbert, Business Associate chair, also hosted a webinar on behalf of our chapter and membership. We are very excited about those that have shown interest in the certification programs and are glad to provide assistance and support.

Certification coaching is available nationally and locally. We feature coaching opportunities at our local conferences. Our next local conference will be April 8-9, 2010 at Stoney Creek Inn in Wausau. Our vice presidents, Cindy and Judy, are working on a fabulous agenda. Other dates and locations that they are planning include: October 2010 in Madison and April 2011 in Marshfield.

There is one other active Board member that I wanted to give praise to before I close ~ Ted Witt. Ted has been an Associate Board member for two terms and has provided enormous support to AAHAM. An Associate Board tenure is two terms and therefore Ted's position is available and on the ballot. Associate Board members are generally Business Associates that act in an advisory capacity and attend board meetings as non-voting observers. This is an essential position for our Board as it helps assure our Business Associate interests are being represented. We welcome any write-in candidates for this position. We also wish Ted the very best in his new era ~ that of being a gushing grandfather.

I have underlined our Board members throughout this article. You can locate information regarding our Board and Business Associates as well as certification, membership and conference information at our website. Although this is my last newsletter as President of this term, I will stay involved with AAHAM. I strongly believe in AAHAM's statement that it is "the preeminent professional organization for revenue cycle professionals and is known for its prestigious certification and education programs". It is great connection in tough times and during change.

As we move into a new era, I found a couple quotes that seemed fitting:

*"Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights."* ~Pauline R. Kezer

*"Change is inevitable - except from a vending machine."* ~Robert C. Gallagher

Best Wishes, Linda

# What is Better than a Bargain?

By Shawn Gretz - Americollect

In August of 2007, when the brochure was being created for the 2008 MEGA Conference, Carol May the CFO of Sauk Prairie Memorial Hospital called it a "bargain" and all the planning team agreed. Therefore, "bargain" was put on the front cover to the brochure and mailed out to the members of the six presenting organizations, AAHAM, HFMA, HIPAA Cow, WAHAM, WCCMA, & WMCA. The problem I have this year is what is better than a "bargain"!

Why is the 2010 MEGA Conference better than a "bargain"? I will give you four reasons why the 2010 Conference is going to be better than a "bargain" for all those who attend:

1. The hotel rates are only \$85.00 per night! In 2008, this rate was \$99.00, so you will save \$14.00 per night. Remember this is at the Kalahari Resort and Convention Center in Wisconsin Dells, WI. This is the World's Largest Indoor Water park so bring your kids or grandkids because you will not get this rate any other time.
2. The book, "Management Lessons From Mayo Clinic", written by Dr. Leonard Berry will be given away to all attendees of his Thursday Morning Keynote Address.
3. On Friday afternoon, Thomas Atchison will put on a three-credit, category 1 ACHE event. This is an additional session will be provide free of charge for all those that wish to attend.
4. For our exhibitors, we added Wednesday night to exhibit. You will have additional time to meet with potential clients.

This is on top of all the other educational opportunities such as, 3 keynote speakers and 15 breakout sessions. Many of the keynotes and breakout speakers are nationally known. You will also be able to network with 500 attendees and close to 85 exhibitors at two nights of networking events. All of this for only \$225.00 before November 13<sup>th</sup> (\$275.00 after).

This is why I consider the 2010 MEGA Conference better than a "bargain". When I search synonyms in Microsoft Word all I come up with is "good buy" and "deal", but I still don't think it does it justice. Maybe it should be a "steal". Nope, that does not sound right. I may have to resort back to asking Carol what it should be called. She is a better wordsmith than I am.

Visit [www.megawisconsin.com](http://www.megawisconsin.com) for more information on the MEGA Conference.

## 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.*

**December 1, 2009 –Registration deadline for February 2010**

## AAHAM WISCONSIN WOULD LIKE TO THANK OUR CORPORATE SPONSORS 2009!

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## Do NOT FORGET TO VOTE!

AAHAM Wisconsin Election 2009

[Click Here to Vote](#)

## Linking into LinkedIn: A business networking site and more

By Pam Brindley - H&R  
Accounts, Inc.

In today's challenging economy and work environment, business networking has become even more vital. For individuals and businesses seeking new relationships and establishing networks, LinkedIn is to the business world what Facebook is to the social networking world.

"LinkedIn is an invaluable tool for groups like AAHAM; especially for local chapters," according to David Cartier, Director of Business Development with Outreach Services in Minneapolis-St. Paul, MN. "We all get a lot of e-mail. Some of it is vital and needs to be acted on right away; another portion is valuable, but can wait until there is time to go through it, and then there is SPAM."

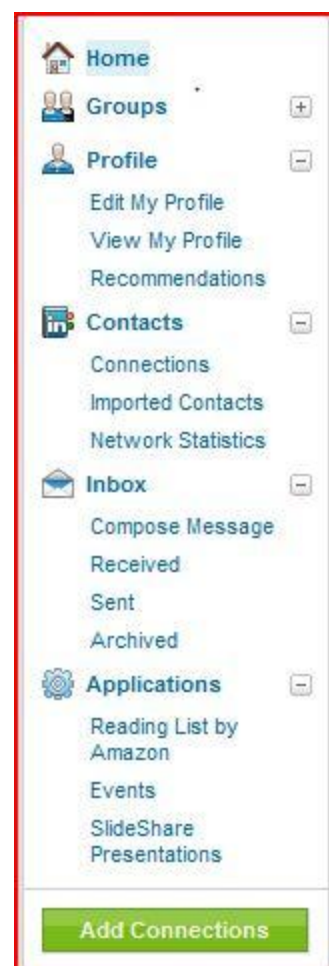
Cartier added that LinkedIn can help keep AAHAM communication all together or separate it, if desired, from a person's daily work. LinkedIn also provides people the option to prioritize their involvement - when and where they want to respond. LinkedIn members can access either a daily or weekly synopsis. Another valuable LinkedIn tool for AAHAM members allows the chapter to screen group membership and create subgroups as needed.

Another LinkedIn feature that AAHAM members have found to be invaluable is a discussion thread about current issues in healthcare. For instance, AAHAM member Gina McNaughton of the McNaughton Group in Los Angeles recently participated in a discussion group titled: "The White House wants to know: What are the most important issues for small businesses when it comes to health care." The original post

was made by Christina Romer, Chair of the Council of Economic Advisors.

"What was great about this was that over 1,500+ LinkedIn users responded to which the White House held a press conference LIVE to answer a few of the questions. Great to see how the social network can affect the White House, too. Even after the LIVE broadcast more folks participated on LinkedIn," said McNaughton.

LinkedIn members can weigh in with their views about this important issue and gain insights from other people across the nation and even worldwide. Rolene Lampi, Director of Business Services at St. Luke's Hospital in Duluth, MN also enjoys the discussion threads in the program. "I have found LinkedIn useful to review current topics and read comments. It has also been beneficial to locate peers in the industry and learn more about their initiatives. I

The image shows the top navigation bar of the LinkedIn website. It features the LinkedIn logo on the left, followed by several menu items: "People", "Jobs", "Answers", and "Companies". Each menu item has a small downward-pointing arrow next to it, indicating a dropdown menu. The entire navigation bar is enclosed in a red rectangular border.

think it's a great networking tool," commented Lampi.

Besides the discussion threads, the multiple networking advantages of LinkedIn have been realized by Richard Rogers, Vice President of Strategic Services Magnet Solutions in Milwaukee, WI. "I use and enjoy LinkedIn because it has allowed me to stay connected with business colleagues and associates. In addition, I have found it helpful in finding and reconnecting with former business contacts from years ago. In two cases, I was actually able to glean business referrals from colleagues I had lost touch with but found on LinkedIn. Finally, I enjoy the lively debates that can begin within the Groups I subscribe to. I find it to be a solid business tool as opposed to sites like Facebook," said Rogers.

The basic LinkedIn service is free and easy to join. At the LinkedIn website members can perform a wide variety of functions. The Home Page features a toolbar on the left-hand side of the screen that conveniently lets members perform a variety of tasks. The parts of the toolbar are *Groups*, *Profile*, *Contacts*, *Inbox* and *Applications*.

#### *Groups*

Here members in your network can write comments about topics that you post in this section. People also have the option of privately replying to a group if they do not want their comments read by other members in your network. This feature has the same appearance and functions in the same manner as Facebook.

#### *Profile*

After becoming a member, one of the first steps is to create a professional profile that summarizes yourself along with your business. Your background information along with a photo of yourself is posted here. Members can also utilize a program named Slide Share to create brief business presentations containing information associated with the nature of your work.

#### *Contacts*

The *Connections* portion alphabetically lists all of the people who are part of your network. The *Imported Contacts* alphabetically lists people who you have imported into your network. And finally, under the *Network Statistics* section, you are able to access your own connections, your connections' connections (2nd degree connections), as well as your 2nd degree's connections (called your 3rd degree connections). From this network, individuals can learn of and search for jobs, business opportunities, and people.

#### *Inbox*

Messages can be composed, received and stored in this location.

#### *Applications*

In this last section, members can link to other web sites for extending their network. Some options include Google Presentation, Blog Link, Word Press, Company Buzz, Reading List by Amazon, etc.

Other LinkedIn features include "LinkedIn Answers" developed in January 2007. A free feature, "LinkedIn Answers" allows registered users to post business-related questions that anyone else can answer.

Currently 40 million users representing 150 industries around the world utilize LinkedIn as a professional networking site. Competitors to LinkedIn include Xing, Doostang and Ecademy. An upgrade is available for your account, but entails a monthly fee. The upgrade is designed in three parts. One section is for collecting warm leads, another is for directly contacting decision makers and the last one is for building a funnel of qualified leads. For most people, the basic free service is adequate.

As with other social networking sites on the Internet, LinkedIn follows a strict privacy guideline. All connections made are mutually confirmed and individuals can only appear in the LinkedIn network by their own consent.



WISCONSIN CHAPTER ▶▶▶

"Welcome A Member Campaign"

***Last year, we had a great response to our "Welcome A Member Campaign!"  
Therefore, we are offering it again to our current members.***

Every local member that recruits a *new* local member will be entered in a drawing for two free conferences – one for the new member and one for the recruiting member! The new member can simply check the New Member line and put the name of the person that referred them on the line below.

**The drawing will be on March 28, 2010.**

When you renew your dues, you will have the tools to learn how to work smarter, advance in your career and have access to a wealth of revenue cycle information. AAHAM is the only national organization dedicated to the revenue cycle. We provide education and training, as well as offer a nationally recognized certification program. AAHAM has 39 active chapters across the US and abroad, all offering superior education and networking on a local level.

Some of the many other benefits our National and Local members enjoy are:

- ***Discounts to local and national meetings, including the AAHAM Annual National Institute***
- The latest networking on information systems, regulations, managed care, payer issues and more
- ***Access to the Member's Only Section of AAHAM's website &/or local newsletter***
- Timely legislative and government updates to help stay in compliance
- ***Publications with up-to-the-minute articles on issues facing AR managers today***
- Invitation to scholarship and awards programs
- ***Continuing Education Units (CEU's) for attending conferences***
- Opportunity to represent your facility in face to face meetings with members of the US Senate and their representatives during the annual AAHAM Legislative Day in Washington DC
- ***Comprehensive certification programs for management (CPAM) and front line staff (CPAT & CCAT). By ensuring your competency in Registration, Billing, Third Party Recovery and AR Management, you can demonstrate functional knowledge of the day-to-day operations of your facility and continue to maintain your career skills.***

Please print off two registrations at:

<http://www.aaham.org/Portals/10/AAHAM%20Membership%20Dues%20Form%20Midyear.doc>

Local membership is just \$25.00 and includes discounts to AAHAM-Wisconsin local conferences. Conference dates for 2010 are April 8 & 9 in Wausau at the Stoney Creek Inn and September TBD.

National membership is \$175 per year. To become a National *and* Local member, the cost is \$200.

Please renew today and continue to build valuable relationships with other Healthcare Professionals as you gain essential knowledge. Renewing your membership in AAHAM is an investment in your professional career and personal growth.

For additional information, please contact Judy at (715) 361-2856 or Cindy at (715) 644-6238.

*\* New membership applications must be received by March 28 to be eligible for the drawing.  
The more members you recruit, the more times you will be entered!*

***Thank you - we look forward to networking with you in 2010!***



WISCONSIN CHAPTER >>>

"Sponsorship Application"

Gold Level Sponsor \$650.00

- ✓ 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.
- ✓ Two 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.

*Silver Level Sponsor \$400.00*

- ✓ 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 **one** of our conferences (either the spring or the fall conference).
- ✓ One free WI AAHAM conference registration (for the conference at which you choose to display).
- ✓ Your name will be listed on our WI AAHAM display board at both conferences.

Please see below for important information regarding payment of your BA sponsorship fee.

\*\*Please complete the information below and send with payment to Kathy Olszewski; Ministry Behavioral Health, 209 Prentice Street North, P O Box 8004, Stevens Point, WI 54481.

Company name and address: \_\_\_\_\_

\_\_\_\_\_

Contact name/phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

The above information is important so we can apply payments correctly and also for mailings and for our display board.

Enclosed please find my check for:

\_\_\_\_\_ \$650.00 Gold Level Sponsorship

\_\_\_\_\_ \$400.00 Silver Level Sponsorship

\*\*\*\*\*Please send payment or respond to this e-mail that you will be a sponsor by February 12<sup>th</sup> to be assured a listing in our April brochure.\*\*\*\*\*



WISCONSIN CHAPTER ▶▶▶

"Scholarship Program"

***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.

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

**10 Points**

- Assisting with an AAHAM seminar.
- Sitting for technical certification.

**25 Points**

- Signing up of a new local or national Member.
- Serving on a WI Chapter committee.
- Chairing a WI Chapter task force or special committee.
- Passing the technical certification.

**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 receive paid registration for one AAHAM Annual National Institute (ANI) or paid registration for two WI AAHAM conferences. Winner will be the applicant with the most points earned – minimum of 50 points required to be eligible.

If the winner is unable to attend either the ANI or the two local conferences, the award will be given to the person with the next highest number of points.



WISCONSIN CHAPTER >>>

Scholarship Program Application

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: \_\_\_\_\_
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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