

NEWSLETTER

2010 is Moving Along.....

By Kathy Olszewski, AAHAM President- Ministry Behavioral Health

As I look out my window today at the rain and fog, it doesn't seem much like spring, however, daylight savings time takes effect this weekend, next Saturday is the first day of spring, the daffodils next to my house are already budding, and best of all, my husband already ordered my new anti-gravity lounge chair for the deck. (Now I just need a new book and lots of sunshine)

I officially moved into the AAHAM President's position in January and started off running by attending the National President's meeting in Fort Lauderdale, Florida, January 11-13. The three day meeting covered many topics and issues that new presidents need to know. It was reassuring to find out that there were many other new presidents in attendance who were beginning their first term. All of the Officers, Executive Board, and Committee Chairmen were friendly and helpful. The one thing everyone stressed was that we were not alone and we had the Board as well as all of the other Presidents to use as resources. I've made use of this advice twice already. I was assigned to the Technical Certification Committee, where I feel I can provide a considerable insight. One of AAHAM's best attributes is the certification programs, both technical and professional. Both committees are working to improve the program, exams, and study guides each year. The new, long awaited, professional study guide is now out, and the technical study guide that was revised only last year, is being reviewed by committee members at this time. We've made plans to enhance the study guides with highlights to important topics, a guide to using the manual, and sample test questions. Our committee meets monthly via conference call. It's a challenge as we come from several time zones, including India, but we did have our first meeting this week. I travelled to Florida thinking it would be good to warm up in January, however, as we all know, Florida was not particularly warm and sunny in January,

***Picture to the Right is at the 2010 MEGA Conference: Karen Shurbert (AAHAM Board Member) and Ted Witt (AAHAM Associate Board Member)



however, the time was very well spent making contact

**SEE YOU AT THE SPRING
CONFERENCE!**

**AAHAM WISCONSIN SPRING
CONFERENCE**

When: April 8-9, 2010

Where: Stoney Creek Inn, Wausau, WI

[Click Here for More Information and to
Register Online](#)

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SAVE THE DATE!

**AAHAM WISCONSIN FALL
CONFERENCE**

When: October 20-22, 2010

Where: Crowne Plaza, Madison, WI

with AAHAM representatives from all over the country and gathering important information to bring back to our Wisconsin Chapter from the National Office.

Did you know that AAHAM has a Technical Compliance Certification? It measures basic competencies in healthcare compliance and consists of 40 questions in the following areas:

1. Knowledge of the Office of Inspector General compliance recommendations.
2. The seven elements of a healthcare compliance plan.
3. Agencies that oversee healthcare compliance.
4. Non-compliance penalties:

The cost of this exam is \$50 and it is offered 4 times a year. You need to apply by June 1 for the August exam and by September 1 for the November exam. In talking with many of my colleagues from across the country, this certification is one that hospital and clinic managers feel is important for at least some of their staff to obtain. The certification is for 3 years and then needs to be retaken. The test will be updated each year for changes in the compliance issues. The Technical Certification Committee will be getting more information out to AAHAM members regarding this certification, so check the website and Journal.

Right after I returned, I was fortunate to attend the Mega Conference in Wisconsin Dells. This proved to be another great experience. The program and organization of the event in general was excellent and the educational sessions were meaningful and provided information that we could take back to our organizations. Our own Shawn Gretz was the Co-Chair of the conference and Cindy Lindgren, one of our Vice-Presidents was on the committee. I think that everyone did a super job.

The rest of 2010 appears to be full of AAHAM events also. If you haven't already registered for the AAHAM-Wisconsin Chapter Spring Conference, time is running out. Brochure information is contained in this newsletter. The conference is on April 8th and 9th at the Stoney Creek Inn in Mosinee. The location is great, right off of Highway I-39 and the committee has put together a terrific program, which begins Thursday afternoon with a coaching session for both professional and technical certification, our open Board Meeting and Exhibitor Showcase and Social time. Registration on Friday begins at 8:00 AM.

AAHAM's annual Legislative Day in Washington DC is scheduled for Thursday, April 22nd. I've attended three of these events and I highly recommend it to everyone. Besides just meeting with your Congressmen or Senators, education is provided on how to lobby congress and what to expect when you arrive at the Capital. A position paper is provided to you along with a CD copy to present to your representative. Over the past few years AAHAM lobbying has made a difference and members of our Legislative Committee have been invited to meet with congressional committees working on healthcare issues. We all know how important advocacy for healthcare revenue cycle professionals is particularly today. All in all, it's pretty exciting to be part of the action and of course Washington DC is a special place to visit for anyone. We're fortunate to have two of the AAHAM-Wisconsin Board Members attend this year. Shawn Gretz andCarolynn Mielke, our Secretary will be making their way to DC in a few weeks. I'm sure they will have plenty to share from their experiences when they return.

I just received word that the date for AAHAM's Annual National Institute in Fort Lauderdale, Florida has been moved back one week to October 13th – 15th. This is another great educational opportunity as well as networking opportunity to meet with individuals from healthcare facilities all over the country who are experiencing the same issues as we are. The theme of this year's ANI is "Riding the Wave of Healthcare Reform". I'm sure whether healthcare reform does or doesn't happen; the educational sessions, keynotes, and discussion will be centered on this issue and how we can work through whatever comes our way.

I'm also happy to announce that AAHAM Wisconsin will be holding its Annual Fall Conference in Madison this year. The event will occur October 20-22, 2010 at the Crowne Plaza, Madison. Mark your calendar now to attend this event. Specific information will follow in the coming months.

I believe this pretty much brings you up do date with what is happening with AAHAM, both locally and nationally. I truly believe that AAHAM is the preeminent professional organization for revenue cycle professionals and the education available is a great resource for all healthcare administrative managers looking for specific educational opportunities for their staff. It's my privilege to serve as the AAHAM-Wisconsin President this year and I want you to know that I am available if you have any questions about AAHAM or need information. If I don't know the answers, I do know that I can find out, so please keep in touch. The contact information for all of our Board Members is on our website, www.aaham-wi.org and I know they too would like to hear from you.

I hope to see you along the 2010 AAHAM trail, Kathy

Remember:

"Strive not to be a success, but rather to be of value", Albert Einstein

"Time flies like an arrow, Fruit flies like a banana", Lisa Grossman

2010 MEGA Conference, Kalahari Resort, Wisconsin Dells, WI, January 20-22, 2010



Thank you to all that attended, sponsored, and exhibited at the 2010 MEGA Conference.

An Education from the MEGA Conference

By Shawn Gretz, Sales and Marketing Manager of Americollect

Another successful MEGA Conference has just wrapped up. It is time to take into account a few of the great things that occurred and were presented at the 2010 MEGA Conference. As Albert Einstein once said, "Education is what remains after one has forgotten everything he learned in school," or in this case, the 2010 MEGA Conference.

Beginning with Dr. Leonard Berry's presentation on Mayo Health System, I hope you took home some important lessons. Over 100 years ago, a group of visionary doctors (the Mayos and others) created a brand based on the value to serve the patient, or as a quote from the presentation put it, "*The best interest of the patient is the only interest to be considered, and in order that the sick may have the benefit of advancing knowledge, union of forces is necessary. It has become necessary to develop medicine as a cooperative science.*" (Dr. William J. Mayo, 1910) The ideas that they put forth are still a guiding light behind what is practiced today. What does this mean you? You, too, can create something great in your organization that may be around 100 years from now.

Dr. Berry talked about three clues that create the total experience of the patient. The first is functional, or in Mayo's case, doctors that gladly work together as a team to diagnose patients. The second is mechanic, or the impression the facility makes on a patient before they are seen. The final clue that creates the total experience is the humanic element when customer expectations are exceeded with great service by hiring employees for their values. I hope you find his book, [Management Lessons from Mayo Clinic](#), to be a valuable addition to your bookshelf.

A 30% chance is what Dr. Jeffrey Bauer is giving healthcare reform in 2010. The healthcare futurist predicts, "*the medical system and the national economy are heading toward disaster if growing problems in delivery and payment are not solved in the very near future.*" His solution for reform was that, "*Health care's management, finance, and information executives must become informed, active leaders in it.*" Dr. Bauer pointed out that the drastic variation of each state's healthcare environment will not allow for a, "*one size fits all*" federal program.

These are just two of the nineteen different speakers that presented at the MEGA Conference. The education does did not stop there. I hope many of you had a chance to stop by some of our 92 different exhibitors to see what they had to offer. I wanted to extend a thank you to all those that sponsored or exhibited at the MEGA Conference. Without you, we would not be able to have the quality of speakers at the reasonable price to attend.

The goal of the MEGA Conference is to provide an educational opportunity through cooperation of the six different organizations. It takes over a year's worth of planning to put together all the aspects of the conference. Many hours of labor went into it and I wanted to thank the AAHAM's representative. Cindy Lindgren was on the Social Committee and Speaker Committee. If you see her at the upcoming conferences, please thank them for all their hard work.

Mark your calendars NOW for the 2012 MEGA Conference. It will be held January 18-20, 2012. We will be back at the Kalahari Resort and Conference Center in Wisconsin Dells, WI and the \$85.00 room/hotel rate is back. As always, you will be able to find the latest information at www.megawisconsin.com

AAHAM WISCONSIN WOULD LIKE TO THANK OUR CORPORATE SPONSORS 2010!

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Stop Identity Theft

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

A pregnant meth addict presented at a Utah hospital using the identity of a woman whose purse she had previously stolen. The victim was unaware of the identity theft until she had to defend her own parenting abilities from officials who wanted to take her children away from her after meth was found in the abandoned new baby's blood.

Through DNA testing, the victim was finally able to convince the officials she was not the mother of the baby abandoned in the hospital. However, her problems did not end. She then had to contend with the issue of the perpetrator's medical information which had become mixed with her own in her medical records, as well as the bills for the services rendered to the thief.

As the crime rate for identity theft continues to rise, you need to be diligent in creating and maintaining a response plan to assist patients who may become victims of identity theft. The federal government is insuring this by issuing the **Red Flag Rules** regulations which require healthcare providers to establish a formal **"Identity Theft Prevention Program."**

Medical identity thieves can jeopardize the health of their victims when their information becomes intermingled with the patients' records – changing information about diagnoses, medications, blood types, allergies, etc. While resolving issues with medical bills is certainly a challenge, incorrect information in the patient's medical record can potentially result in life-threatening circumstances.

How does medical identity theft occur?

- By registering with the name and information of another individual - misrepresenting identity;
- By using stolen information from another individual, such as a driver's license or insurance card;
- Through illegal access of patient information obtained through hacking into an unprotected system or stolen laptop containing personal identifying information; or
- By inside theft of a staff member of personal identifying information to be diverted for identity theft.

How can You prevent identity theft?

1. Verifying patient identity when registering a patient or providing a service to a patient – this can be done through confirming personal information such as address or date of birth or by requesting a form of identification such as an insurance card or driver's license.
2. Verifying patient identity or guarantor identity when responding to phone calls involving the exchange of patient information.
3. Responding promptly to patient concerns related to receipt of bills for encounters they state never occurred.
4. Ensuring computers, laptops, and other devices do not contain unprotected patient information.
5. Securing all laptops and other portable devices when used off site or when traveling.
6. Appropriately disposing of all paper and electronic files containing patient information.
7. Complying with established privacy and security policies and position statements that safeguard patient information.
8. Reporting any suspicious behavior related to gathering or sharing patient information.

By safeguarding the privacy and security of our patients' information, we are putting them first.

Continued on next page...

What are Red Flags for Medical Identity Theft

CERTIFICATION CORNER

*For more than 30 years, the CPAM, CPAT, CCAT, CCT and CCAM examinations have set the standard of excellence in patient accounting, comparable to earning a CPA or passing the bar exam. These designate mastery of the art of patient accounting. **Become Certified Today!***

Important Dates:

April 26, 2010-May 1, 2010 –Spring CPAM
CCAM exams

May 10-21, 2010 -CPAT/CCAT/CCT exam period

June 1, 2010 -Registration deadline for August
CPAT/CCAT/CCT

August 2, 2010 –Registration deadline for Fall
CPAM/CCAM exams

August 16-27, 2010 –CPAT/CCAT/CCT exam
period

September 1, 2010 – Registration Deadline for
November

CPAT/CCAT/CCT

[Click Here for a Brochure on Certification](#)

for Patient Accounting Staff?

1. A complaint or question based on the receipt of:
 - A. A bill for another individual.
 - B. A bill for a product or services that the patient denies receiving.
 - C. A bill from a health care provider that the patient never patronized, or a notice of insurance benefits (Explanation of Benefits) for health services never received.
2. A complaint or question about the receipt of a collection notice from a bill collector.
3. A patient/guarantor or insurance company report that coverage for legitimate hospital stays is denied because insurance benefits have been depleted or a lifetime cap has been reached.
4. A complaint or question from a patient/guarantor about information added to a credit report by a health care provider or insurer.
5. A dispute of a bill by a patient who claims to be the victim of any type of identity theft.
6. A notice of inquiry from an insurance fraud investigator for a private insurance company or a law enforcement officer.

What are Red Flags for Medical Identity Theft for Patient Registration Staff?

1. A patient who has an insurance number but never produces an insurance card or other physical documentation of insurance.
2. A patient who presents to Registration as new to the organization and has no documentation to verify identity.
3. A patient who presents to Registration as an established and cannot confirm address, date of birth, or provide other identifying information that matches the existing registration information on file.

What are Red Flags for Medical Identity Theft for Health Information Management Staff?

1. Records showing medical treatment that is inconsistent with a physical examination or with a medical history as reported by the patient.
2. Patient requests for correction or amendment of their records for information that they feel is incorrect.



WISCONSIN CHAPTER >>>

"Welcome A Member Campaign"

Join the Fun!!!

Join and become eligible to win a \$50.00 Gift Card or Free Attendance to the Fall 2010 or Spring 2011 AAHAM Wisconsin Conference!

Persons that renew their membership or become new members from now till April 8th will be entered into a drawing. The winner will be drawn at the Spring 2010 Conference at the Stoney Creek Inn in Wausau, WI.

To Join visit our website at: <http://www.aaham.org/wisconsin/Join/tabid/435/Default.aspx>

THE AMERICAN ASSOCIATION OF HEALTHCARE ADMINISTRATIVE MANAGEMENT - WE ROCK!



www.aaham.org



” 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 it is our pleasure to rename our scholarship after her.

Purpose:

The purpose of the Wisconsin Chapter Scholarship Program is to encourage local 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:

- Health care provider members who are in good standing with the Wisconsin Chapter of AAHAM.
- The president of the board is 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 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 the local 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 >>>

” Deborah Krueger Memorial Scholarship Program”

Please Print

Name: _____

Address: _____

Phone: _____

E-mail: _____

I have completed the requirements for points in the Deborah Krueger Memorial 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: 920-628-90423
If you have questions, please call Dorinne Christl at: 920-628-9248

The Most Important Meetings You'll Ever Attend Are the Meetings You Have With Yourself

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

You are your most important critic. There is no opinion as vitally important to your well-being as the opinion you have of yourself. As you read this, you're talking to yourself right now. "Let's see if I understand what he means by that... How does that compare with my experiences? I'll make note of that—try that tomorrow... I already knew that... I already do that." I believe this self-talk, this psycholinguistics, or language of the mind, can be controlled to work for us, especially in the building of self-confidence and creativity. We're all talking to ourselves every moment of our lives, except during certain portions of our sleeping cycle. We're seldom even aware that we're doing it. We all have a running commentary in our heads on events and our reactions to them.

- Be aware of the silent conversation you have with yourself. Are you a nurturing coach or a critic? Do you reinforce your own success or negate it? Are you comfortable saying to yourself, "That's more like it". "Now we're in the groove." "Things are working out well." "I am reaching my financial goals." "I'll do it better next time."
- When winners fail, they view it as a temporary inconvenience, a learning experience, an isolated event, and a steppingstone instead of a stumbling block.
- When winners succeed, they reinforce that success, by feeling rewarded rather than guilty about the achievement and the applause.
- When winners are paid a compliment, they simply respond: "Thank you." They accept value graciously when it is paid. They pay value in their conversations with themselves and with other people.

A mark of an individual with healthy self-esteem is the ability to spend time alone, without constantly needing other people around. Being comfortable and enjoying solitary time reveals inner peace and centering. People who constantly need stimulation or conversation with others are often a bit insecure and thus need to be propped up by the company of others.

Always greet the people you meet with a smile. When introducing yourself in any new association, take the initiative to volunteer your own name first, clearly; and always extend your hand first, looking the person in the eyes when you speak.

In your telephone communications at work or at home, answer the telephone pleasantly, immediately giving your own name to the caller, before you ask who is calling. Whenever you initiate a call, always give your own name up front, before you ask for the party you want and before you state your business. Leading with your own name underscores that a person of value is making the call.

Don't brag. People who trumpet their exploits and shout for service are actually calling for help. The showoffs, braggarts and blowhards are desperate for attention. Don't tell your problems to people, unless they're directly involved with the solutions. And don't make excuses. Successful people seek those who look and sound like success. Always talk affirmatively about the progress you are trying to make.

As we said earlier, find successful role models after whom you can pattern yourself. When you meet a mastermind, become a master mime, and learn all you can about how he or she succeeded. This is especially true with things you fear. Find someone who has conquered what you fear and learn from him or her. When you make a mistake in life, or get ridiculed or rejected, look at mistakes as detours on the road to success, and view ridicule as ignorance. After a rejection, take a look at your BAG. B is for Blessings. Things you are endowed with that you often take for granted, like life itself, health, living in an abundant country, family, friends, career. A is for Accomplishments. Think of the many things you are proud of that you have done so far. And G is for Goals. Think of your big dreams and plans for the future that motivate you. If you took your BAG—blessings, accomplishments and goals—to a party, and spread them on the floor, in comparison to all your friends and the people you admire, you'd take your own bag home, realizing that you have as much going for yourself as anyone else. Always view rejection as part of one performance, not as a turndown of the performer.

And, enjoy those special meetings with yourself. Spend this Saturday doing something you really want to do. I don't mean next month or someday. This Saturday enjoy being alive and being able to do it. You deserve it. There will never be another you. This Saturday will be spent. Why not spend at least one day a week on you!

Action Idea: Go for one entire day and night without saying anything negative to yourself or to others. Make a game of it. If a friend or colleague catches you saying something negative, you must put a half-dollar in a drawer or container toward a dinner or evening out with that person. Do this for one month and see who has had to pay the most money toward the evening.

Registration Form

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

Thursday, April 8, 2010

AAHAM Professional and Technical Certification Coaching Session and Exhibitor Showcase. There is no charge for either of these. Please check below if we can expect you and can plan accordingly.

Coaching: 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

Friday, April 9, 2010

Registration Fees:

Member \$99.00 Non-member \$129*

*Membership fee for AAHAM is \$25 annually. To join AAHAM and get the discounted conference rate call 715-294-5336 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

Registration can also be done on our website with PayPal.

Conference reservations are requested by April 5, 2010. If you wish to register within 48 hours of the conference please call Paula Hoerter at 715-295-5332.

Hotel Information: Reservations can be made by calling the Stoney Creek Inn & Northwoods Conference Center at 1-800-659-2220 or www.stoneycreekinn.com.

Room rates are \$70. Ask for AAHAM rates. Room rate is guaranteed until 3/8/10. At registration, please provide the hotel with your facility tax exempt certificate.

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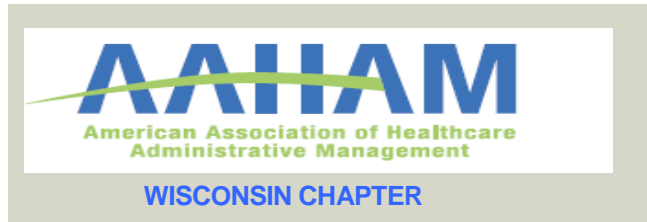
Tri-State Adjustments

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 all the
great benefits of membership.



**ANNUAL SPRING
CONFERENCE
April 9, 2010**

**Stoney Creek Inn
1100 Imperial Avenue
Mosinee, WI**



Email: info@aaaham-wi.org **Conference CEU's – 6.0 credits!**

CONFERENCE AGENDA

Program Content:

Thursday April 8, 2010

- 2:00 – 4:00 AAHAM professional and technical certification coaching session
- 4:00 – 6:00 Open AAHAM Board Meeting
- 7:00 – 9:00 Exhibitor Showcase

Friday, April 9, 2010

Business Associate Showcase

- 8:00 8:30 Registration/Continental Breakfast
- 8:30 – 8:45 President's Welcome
- 8:45 – 10:15 Revenue Cycle Improvement Opportunities / Jane Jerzak
- 10:15 - 10:30 Break
- 10:30 – 12:00 Future of Health Care / Brian Potter
- 12:00 – 1:00 Lunch
- 1:00 – 2:30 The Strategic Advantage of Mid-Level Leadership Development. A Tale of Two Hospitals / Kay Burgess
- 2:30 – 2:45 Break
- 2:45 – 4:15 Insurance Repricer Panel Discussion / Mark Kapler and Michael Ballinger
- 4:15 – 4:30 Closing / Door Prizes

Conference CEU's = 6 credits!

Revenue Cycle Improvement Opportunities / Jane Jerzak

Rising numbers of underinsured patients, shrinking insurance reimbursement, the increase in Medicare replacement plans and rising costs require that you continually look at your facility's revenue cycle to ensure it is lean yet effective. This session will provide in-depth information on key aspects of your revenue cycle – those that tend to be most problematic. This session will include learning through discussion and case study reviews of different revenue cycle segments.

***Jane Jerzak, CPA, RN, Partner – Wipfli** Jane's extensive clinical reimbursement and strategic experience enables her to be a catalyst for positive organizational change in our current dynamic health care marketplace. With dual expertise as a Certified Public Accountant and a Registered Nurse, Jane is uniquely positioned to provide unparalleled service to the health care industry. Utilizing her extensive experience in strategic planning and reimbursement, Jane offers individualized solutions to complex marketplace issues.*

The Future of Health Care / Brian Potter

The presentation will provide an overview of the current and future landscape in health care emphasizing the federal and state government financial situations and how that will impact on Medicare and Medicaid payment, health reform and compliance activities going forward. Other topics including the state hospital assessment, workforce issues, transparency, community benefits and the economic impact of health will be discussed.

***Brian Potter, WHA**, has served the Wisconsin Hospital Association (WHA) as VP of Finance and Operations since 2003 and has been with the hospital association for over 14 years in total, working primarily on hospital reimbursement issues and other regulatory and legislative matters facing hospitals. He also oversees the association's internal operations. Prior to joining WHA, Brian worked on finance and operational issues for a managed care organization. He also spent three years in public accounting focusing on hospital audits and other health care consulting projects.*

The Strategic Advantage of Mid-Level Leadership Development. A Tale of Two Hospitals / Kay Burgess

The hospital middle manager serves a pivotal role in the hospital as they are the ones who transform the senior leadership vision into operational tasks to implement change throughout the hospital. Manager leadership behaviors are "the intervention most likely to improve retention of hospital staff because of the leader's ability to improve staff satisfaction. As nurse retention rates have plummeted and the demand for nursing services is predicted to exceed supply by nearly 30% by the year 2020, the training and development of effective mid-level hospital managers has become a bottom-line issue. In this session, we share the elements of a successful management and leadership development curriculum for hospital managers, report on its results, and discussion what it takes to create a high performance mid-level management tier and tell why it is imperative to do so.

***Kay Burgess, QHR**, has more than 25 years of experience as a trainer and curriculum designer in a wide range of fields. She has designed and delivered leadership development training for senior leaders and managers for QHR hospital clients for the past five years. Prior to joining QHR as Director of Education, Ms. Burgess designed a Brandon Hall gold-medal winning curriculum for American Healthways, Inc. as a project of the Learning Technology Center of Vanderbilt, where she worked for nine years. Ms. Burgess has advanced degrees in design and instruction from the University of Florida and Columbia University Teachers College.*

Insurance Repricer Panel Discussion / Mark Kapler, Multi Plan and Michael Ballinger, Ministry Health Care

The presentation will provide an overview of the repricing process. In addition there will be discussion on contract negotiations and timely filing information and well as open format for questions. You may submit your questions ahead of time by emailing them to: paula.hoerter@ministryhealth.org.