



The Virginia AAHAM Insider

A Newsletter by and for the members of the Virginia Chapter of AAHAM

The President's Message

Dear Virginia AAHAM Members and Friends,

Let me start by saying how very happy I am that Spring has sprung! I am excited to be in this role for the next two years and I look forward to seeing you all at our upcoming educational conferences. 2022 is shaping up to returning to normal after what we have experienced these last two years with the pandemic.

But what is normal? It is defined as conforming to a standard; usual, typical, or expected. It also means the usual, average, or typical state or condition. Well guess what? I don't want to go back to normal! I feel like this is a great opportunity to shake things up and do things differently! We can all do this in our personal lives. I came up with a few ideas to try: Go test drive your dream car or go tour a model of your dream home; perform a random act of kindness; move your furniture a round; start a meditation practice; send a thank you note to someone to make their day.

Sometimes we create stories and limits in our minds about what is possible and what isn't. My favorite example of this is Roger Bannister. He was the first person to run the 4-minute mile. Runners had been chasing the goal of breaking this record since at least 1886 and Roger Bannister finally did it in 1954.

So, think about this.....for DECADES people thought it could not be done.

After Mr. Bannister accomplished it, guess what happened? "Just 46 days after Bannister's feat, John Landy, an Australian runner, not only broke the barrier again, with a time of 3 minutes 58 seconds. Then, just a year later, three runners broke the four-minute barrier *in a single race*. Over the last half century, more than a thousand runners have conquered a barrier that had once been considered hopelessly out of reach." (Taylor, 2018).

You too can do what seems impossible. Once you do, you pave the way for others to follow. So again, I am so excited to see what transpires for us in 2022 and I look forward to hearing your stories about how you overcome impossible odds to make great things happen in your own life this year.

All my best,

Pam

President, Virginia Chapter of AAHAM

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Virginia AAHAM Spring Conference





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Virginia Spring Winter Conference



THE
WORKING
LUNCH





Virginia AAHAM Spring Conference



The Virginia Chapter of AAHAM 2022 Spring Conference Charlottesville, VA

Agenda

Friday, March 4, 2022

7:30-8:30 Registration & Breakfast

8:30-8:40 Opening Remarks and Updates
Pam Cornell, CRCE-I, MHA
President of VA Chapter of AAHAM

8:45-9:45 Communicating for Extraordinary Relationships and Results | Dr. Steve Sobel & Wendy Soufrine

9:45-10:45 The Benefits of Building a Successful Estate Program | DCM Services, Angela Horn

10:45-11:15 Break - Networking

11:15-12:15 COB Denials: Best Practice Approaches to Protect Hospital Revenue | Janice Matthews, Executive Vice President, Client Engagement | RSource

12:15-1:15 Lunch - Networking

1:15-2:45 Utilize ERISA and Other Provider Rights to Turn Denials Into Dollars | Karlene Dittrich, CBCS, CPC, CPMA, CECCS | MedRevenue Solutions, Certified ERISA/PPACA Claims Handling Compliance & Medical Claims Appeal Specialist

2:45 - 3:00 Break-Networking

3:00 - 4:00 Jeopardy Challenge

4:00 - 4:30 Break-Networking/ Door Prizes & Closing Remarks.



Virginia Hospital Advocate Newsletter

What's Happening In Richmond

We are pleased to let you know that Governor Glenn Youngkin issued [Executive Order 16 \[nam04.safelinks.protection.outlook.com\]](#) on February 21 to extend certain flexibilities to hospitals related to staffing shortages and the continuing pandemic response. The 30-day order is in effect until March 22; it follows a similar executive order issued by the Governor in January. VHHA requested this order to help hospitals and health systems with challenges associated with the Omicron surge, and we greatly appreciate Governor Youngkin's support.

There are less than two weeks left until the Virginia General Assembly is expected to adjourn the 2022 session, which is known as *sine die*. With much of the legislative work handled for the year, the biggest task remaining before the legislature is finalizing the state budget for FY 23-FY 24. While budget negotiations take place in a largely closed-door process, the VHHA Government Affairs Team is working to ensure key hospital priorities are funded.

The American Hospital Association (AHA) recently released its [2022 Federal Advocacy Agenda \[nam04.safelinks.protection.outlook.com\]](#), focusing on COVID-19 response, access to care and coverage, patient safety and equity, health care workforce, affordability, and health system transformation. VHHA will release its federal advocacy agenda shortly.

Thank you for all you do for Virginia hospitals and health systems!

--The VHHA Government Affairs Team



Virginia Hospital Advocate Newsletter

What's Happening In Richmond

2022 General Assembly Session in Final Stretch

Virginia's 60-day legislative session is scheduled to adjourn sine die on Saturday, March 12. Committee work on legislation will wrap up this week, and negotiations over the new two-year state budget will be the primary focus for the remainder of session. The House of Delegates and the Senate each has its own proposed budget, and there is a difference of approximately \$3 billion between the two versions; the House version includes the full \$5.3 billion in tax cuts proposed by Governor Youngkin, whereas the Senate version contains about \$2.5 billion in tax cuts. Given this difference, budget leaders will likely require significant and lengthy negotiations to reach a compromise.

Status of VHHA Priorities

Legislative Priorities

- Bills to codify regulatory waivers related to COVID-19 have been approved by both the House and Senate. Collectively, these bills would temporarily grant flexibilities during public health emergencies, including adding hospital beds (HB 900/SB 130), expanding immunization authority (HB 939/SB 647), and allowing practice by providers licensed out-of-state (HB 1187/SB 317).
- SB 148 would extend existing law related to provider immunity during emergencies. Currently the law applies only to state or local declared states of emergency; SB 148 bill would apply the law to declared public health emergencies as well. The bill was approved by the Senate and reported out of the House Courts of Justice Committee on a contested vote.
- Amended versions of HB 684 and SB 119 have been approved by the House and Senate, respectively, requiring community services boards (CSBs) and emergency departments (EDs) to share relevant patient records with each other when a patient is evaluated by a CSB and admitted to an ED for a behavioral health crisis.
- SB 202, which requires the state to study alternative custody arrangements for individuals under an emergency custody order (ECO) or temporary detention order (TDO), has been approved by the House and Senate.
- HB 248 directs the Virginia Department of Health (VDH) to determine the health plan data that should be made publicly available and to ultimately publish that data. The bill has been approved by the House and the Senate Education & Health Committee.



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Budget Priorities

- ◇ The Senate budget includes \$5 million in each FY 23 and FY 24 for the Virginia Trauma Center Fund, which VHHA strongly supports and is advocating for the House to adopt the Senate position.
- ◇ Both the House and Senate budgets allocate funds for nursing scholarships to facilitate workforce development. The Senate budget also includes funding to add 10 psychiatric residency slots.
- ◇ The Senate budget includes \$60 million to private hospitals for unreimbursed costs related to COVID-19. The House did not include this funding in its budget. VHHA is advocating for the House to adopt the Senate position.
- ◇ The House budget contains several provisions related to behavioral health, including funding for three crisis receiving centers (CRCs): Northwestern CRC at Winchester Medical Center, Southwest, and Prince William; and new behavioral health beds at Chesapeake Regional Medical Center. VHHA is advocating for the Senate to adopt the House position on these much-needed investments in our behavioral health system.
- ◇ The Senate budget includes a language-only amendment that adds stand-alone psychiatric facilities to the Behavioral Health Loan Repayment Program.

We are now in the final stretch-- please make sure you are signed up for the Hospital Grassroots Network [nam04.safelinks.protection.outlook.com] to receive the latest updates and action alerts!



Virginia Hospital Advocate Newsletter

What's Happening in Washington, D.C.

U.S. Congress Passes Legislation to Support Health Care Providers' Mental Health

The *Dr. Lorna Breen Health Care Provider Protection Act*, a bipartisan bill introduced by U.S. Senator Tim Kaine (D-Virginia), is now on President Joe Biden's desk to be signed into law. The legislation is named in honor of Dr. Lorna Breen, a native of Charlottesville, Virginia who served in a New York emergency department at the start of the COVID-19 pandemic and tragically died by suicide in the Spring of 2020. A [press release](https://nam04.safelinks.protection.outlook.com) from Senator Kaine's office states that the act will:

- Establish grants for health profession schools, academic health centers, or other institutions to help them train health workers in strategies to prevent suicide, burnout, mental health conditions, and substance use disorders. The grants would also help improve health care professionals' well-being and job satisfaction.
- Seek to identify and disseminate evidence-informed best practices for reducing and preventing suicide and burnout among health care professionals, training health care professionals in appropriate strategies, and promoting their mental and behavioral health and job satisfaction.
- Establish a national evidence-based education and awareness campaign targeting health care professionals to encourage them to seek support and treatment for mental and behavioral health concerns.
- Establish grants for health care providers and professional associations for employee education, peer-support programming, and mental and behavioral health treatment; health care providers in current or former COVID-19 hotspots will be prioritized.

Establish a comprehensive study on health care professional mental and behavioral health and burnout, including the impact of the COVID-19 pandemic on such professionals' health.





The ROI of Healthcare Culture



Healthcare may be an essential need with a potentially unlimited supply of patients, but the costs of running a medical practice are high and increase rapidly. Whether you operate a private practice or lead a larger group, you need to balance the cost of doing business with delivering high-quality patient care.

Making intelligent business decisions to increase your return on investment (ROI) is critical to keeping your patients healthy and satisfied and your practice in the black. You can invest in technology to simplify administrative tasks or find other ways to reduce your costs of doing business.

But have you thought about investing in your employees and creating a patient-focused healthcare culture as a means of increasing patient satisfaction, patient retention, and timely payments?

Here at KeyBridge Medical Revenue Care, we believe that our culture is the key to our success. We're proud to have been named as a Best Place to Work in Healthcare awarded by Modern Healthcare and a Best Place to Work in Collections awarded by InsideARM.com.

Our culture is the foundation and driving force behind our success. We focus on healthcare, providing outstanding support to providers, hospital groups, and physicians by putting the patient first. Our service is an extension of patient care. We train and support our staff to make a difference in each patient's life. As a result, we not only help your business collect outstanding payments but also increase patient satisfaction.

Throughout our article, Chris Lah, Senior Director of Revenue Cycle Management at Mayfield Clinic, helps us explore how a positive healthcare culture can enhance all aspects of your business.



The ROI of Healthcare Culture

What does healthcare culture mean?

If you Google healthcare culture, thousands of different interpretations of the term pop up on the results page. Holistically, culture is the identity and the way you operate and communicate with each other, the decisions you make, and how you come to make those decisions. It's what people think about when they consider your business, in addition to your services and products. To put it colloquially, it's the vibe your patients get while in your facilities and under your care. All healthcare facilities have culture whether that is good/bad or positive/negative.

We believe in serving others. We prioritize the needs of our team, providing support, training, and opportunities to grow, so they can show up with passion as they serve and lift others. It's through employee happiness that your business can realize real, sustainable growth.

Why a positive healthcare culture matters

Patients have to seek healthcare, and their options are often dictated by their insurance coverage. So why does culture matter? Let's face a hard fact. Despite the fact that the United States is [facing a physician shortage](#), patients have [more choices](#) than ever before. Your patients don't have to choose your practice.

Creating and maintaining a positive healthcare culture results in higher patient satisfaction, translating to patient retention and reliable payments. Chris Lah adds that "both your customers and your staff want a positive culture. If you don't provide it, your competition will."

Patient satisfaction

[Patient satisfaction](#) is a performance metric that represents the quality of care your practice delivers. It influences patient outcomes, retention, and compliance. Some research indicates that hospitality factors matter more to patients than the quality of care they receive. We posit that medical services and patient hospitality go hand in hand.



The ROI of Healthcare Culture

A positive healthcare culture creates an environment where your patients feel supported and empowered. They trust that their physician and staff put their needs first, treating them as equals, not dictating the rules a patient has to follow. A healthcare culture takes effect from the moment a patient walks through the door.

Timely copay collection

Copays are a significant part of the patient experience and one area where a healthcare culture and satisfied patients can make a difference.

Patients are savvy and research their health and potential treatments while searching for a provider. Research compiled by MedData® shows that [92% of patients](#) want to know their payment responsibility before their visit.

While costs are variable and depend on what providers diagnose and choose to do, educating and empowering your staff to communicate clearly with patients about their potential copay responsibilities contributes to a more positive patient experience. And, according to Mr. Lah, in a great company culture, the customers reap the benefits of excellent service from positive staff members.

With increased deductibles, even with the best intentions, some patients may not be able to pay their copay at the time of service. KeyBridge Medical Revenue Care offers a patient centric approach to medical bill resolution. We position ourselves as an extension of your business office.

Our carefully trained representatives don't intimidate or hound your patients. They establish relationships and support patients in the best way to achieve account resolution. As documents such as an Explanation of Benefits are often confusing, our team helps patients understand their responsibilities.

Patient retention

Satisfied patients not only return to your practice for continued care, but they tell their friends about it. [Research](#) indicates that when a healthcare provider satisfies one patient, that information reaches four others. However, a frustrated or disengaged patient will share their negative experience with 10 more other people. Combined with the reach of social media, can you afford not to foster a positive healthcare culture?

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The ROI of Healthcare Culture

How to create a positive healthcare culture

Creating a positive healthcare culture isn't an overnight process, but it is an achievable goal that can have a meaningful impact on the success of your business. Chris Lah advises that great culture adds better definition to a company's mission statement, which should help guide the goal-setting. It takes effort to create a culture and not allow one to develop by default. Consider following these steps:

Self-review

Per Mr. Lah: "The visionary is usually the owner, CEO, or Board. I always felt that true implementers of establishing the culture is middle management. They set the tone with the hiring, onboarding, training and feedback (reward) for staff. Additionally, they have the position power to help facilitate timely process improvement and drive customer satisfaction. Lastly, they provide the upward feedback and objective data for senior leadership to make the strategic decisions— including ones that directly drive the future of the culture."

With his guidance in mind, take some time to reflect on what your business or practice stands for— or what you want it to stand for— outside of the services you deliver. What is the ideal patient experience? How do your providers and employees contribute to that experience, and what do you need to do to encourage and support your employees to bring their A-game and passion to work every day?

Your employees are critical to this self-review. Your employees are the face of your business. Their performance significantly impacts the patient experience, creating the healthcare culture and promoting it in and outside of the office. They provide details about the day-to-day that identify areas of strength and those that need some improvement— for themselves and the patients.

Set your goals

Once you've explored the tough questions and identified what a positive healthcare culture means to your practice, set the goals that can guide your practice to an enhanced healthcare culture. Chris Lah gives us a good reminder that a great culture focuses on anticipating the needs of its customers, stakeholders, employees and the community it operates in.



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The ROI of Healthcare Culture

That said, we follow the [Fish Philosophy](#) with four cultural pillars:

- Choose your attitude.
- Make their day.
- Be present.
- Have Fun

Work isn't always sunshine and flowers, but by choosing to have a positive attitude, your team can approach each day and the challenges it brings with positivity and a constant focus on delivering an outstanding patient experience. Foster this positive mindset by publicly sharing success to help everyone see and engage with your culture.

Find ways to contribute to your patients' and employees' lives in positive, meaningful ways. Ensure that everyone feels heard, seen, and appreciated. Empower your employees to be there for patients. Being present and focused on the patient you're serving creates a powerful connection, improving communication and establishing trust.

In some cases, providing medical care is stressful and unpleasant for providers and patients, but that doesn't mean that you can't have a little fun when appropriate. Encouraging a creative environment where all ideas matter stimulates suggestions that benefit your employees and patients.

Maintain and nurture a positive healthcare culture

Chris provides some pointers as crucial ingredients to maintain and nurture a healthy healthcare culture. It starts with hiring skill sets and personalities that match "both the company's needs and fits with the individual." He speaks of the importance of a smooth onboarding experience with a buddy system. Providing your employees with meaningful awards such as work hour flexibility, bonus potentials, remote work options and community impact opportunities, to name a few, will enhance your culture.



The ROI of Healthcare Culture

Mr. Lah adds that effective communication throughout the business is essential and should be barrier-free. This includes communication regarding feedback and review processes. According to Lah, “Leadership makes the issues of all its staff a priority so that staff can make the issues of their customers a priority.” He goes on to add that this happens through empowerment and validation—both of which require effective communication.

Engage your employees

Healthcare cultures evolve. You can't just set it and forget it. Check-in with your providers and staff from time to time to take the temperature of your office and adjust your actions and approach as needed to keep the team motivated and engaged. Satisfied employees lead to happy patients.

Not sure where to start?

If you want to learn more about healthcare culture and create one within your practice or business, we can help. Brian Garver, Senior VP, Business Development and Marketing, offers [Master Classes](#) to teach you and your team how to create and maintain a positive healthcare culture and all the benefits that follow.

In summary

A positive healthcare culture creates an environment where your practice or group can thrive. A truly patient-focused culture leads to considerable returns starting with satisfied patients and leading to improved reimbursement, retention, and a competitive advantage.

Increased reimbursement

Engaged and satisfied patients are more likely to pay their copays. Additionally, high patient satisfaction scores can also lead to financial recognition from organizations such as the Hospital Value-Based Purchasing program, including incentives and reduced penalties.



The ROI of Healthcare Culture

Increased patient confidence

Many patients find doctor's appointments nerve-racking. If your patients know that they will be treated with dignity and respect during every interaction, they're less likely to delay or skip appointments.

An added benefit of satisfied patients is that they tell their friends about their experiences. Word-of-mouth referrals are a powerful way to attract new patients.

Customized competitive advantage

A deliberate healthcare culture culminates in a competitive advantage for your practice or group. Happy employees contribute to a productive and positive environment which has a compelling impact on patient satisfaction.

Patient satisfaction leads to improved payments, both from patients and third-party payers. It also leads to increased volume and revenue margin.

When it comes to the ROI of creating a positive healthcare culture, the question isn't can you afford to invest in your team and your business. With so many benefits, the real question you need to consider is: can you afford not to?



NEW YEAR RESOLUTIONS FOR 2022

By Rob Borchert, MBA, FHFMA, CRCE

Contact, meet and discuss the process and requirements of collecting patient data from a physician's office as well as the patient with the business office personnel. This may involve a few meetings since the business office can consist of various functions directly associated with the collection of accurate and complete patient data. Business office staff dealing with insurance claim processing will have different points of discussion than the staff focusing on self-pay patients. Also, if there is staff performing the 'collection' process from patients, they may also have input into any conversion. Every business office staff member will always be grateful in enhancing the patient encounter process from initial contact to final resolution. These meetings should not be "complaint" sessions but rather opportunities to exchange ideas and information for the overall improvement of the Revenue Cycle process.

Meet and discuss within the Access Department, the information gathered from the meetings with the clinical sites and the business office areas. This would be an internal meeting and should include (where practical) staff from all of the Access points of registration. This type of meeting will probably be ongoing as should the meetings with clinical sites and the business office. There may never be any 'finger pointing' during these meetings but rather further discussion and recommendations for process improvement. There should always be an exit strategy for either further gathering of information or the development of an implementation plan based on suggestions presented. The 'minutes' and outcome statements from these internal meetings should also be shared with the clinical areas and the business office areas to show direct intent for improvement and a show of "thank you" for their suggestions.

Business Office: This section can be applicable to each element of claim processing and resolution within the business office area. It can also be applicable to any 'off-site' areas performing business office functions.

Meet and discuss within the business office, areas of 'concern' where some process improvements can occur. These areas could be such things as:

- Completion of insurance information in certain Access points of registration (pre-registration; emergency room; scheduling; registration, etc.)
- Need for more accurate diagnostic information from either registration or clinical areas or health information management
- Appropriate assignment of primary insurance designation
- Apparent "missing" charges from various clinical areas
- Completion of more accurate and complete information from physician offices

Contact, meet and discuss: Once you have identified and prioritized the areas of concern, contact the first Revenue Cycle area and set up a meeting *with an agenda*. Send the agenda out prior to the meeting and allow for open discussion regarding the agenda items. Always have "items to discuss from your prospective", meaning that the area you are meeting with has their opportunity to discuss items that they deal with concerning the business office. This same process should occur with the additional Revenue Cycle areas discussed in the internal business office meeting. Always strive for 'neutral ground' for these meetings. It could be in their department or in a conference room. If they have no objection and you have space, the meeting could also be in the business office environment.



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Contact, meet and discuss processes/procedures regarding physician office practices with two or more physician practices. Depending on the location of the physician practice, this meeting can be a luncheon within the facility cafeteria (in a separate room) or in a conference room. It would also be at the physician office site or even off-site. This meeting should initially be with members of the physician office staff, as they know the procedures and processes involved. Again, incorporate “items to discuss from *your* prospective” in the agenda. Encourage the staff to ask the physicians for their input and bring that input to the meeting. Also, make sure that the feedback from your meeting is shared with the physicians. After this meeting, there should also be a meeting set up with one or more of the physicians within the practice. Knowledge of this follow-up meeting with physicians will assure that the feedback from the initial meeting will occur.

Health Information Management (HIM): This section of the Revenue Cycle has become a very important part of the full compliance requirements and responsibility within multiple areas of facility business. One of the core elements of revenue integrity in both the clinical and financial arenas of healthcare business is the accurate and complete diagnostic assignment involving a patient’s care. The appropriate and complete collection of actual services performed, and the appropriate and complete documentation of such services is critical to all elements of the Revenue Cycle. New Year resolutions in this area can be informative, educational, and fun, all at the same time.

Meet and discuss within the HIM department, areas ‘outside’ that provide data that is needed to properly code the patient’s service. This discussion can certainly cover all the various areas of the Revenue Cycle from Access to the Business Office, to clinical area and to physicians. There can be such discussion that it will be important to set up some sort of ‘priority’ regarding the need to enhance the overall process. For instance, physician outpatient services and the emergency room may both be a problem with incomplete coding; but the judgment may be that emergency room coding should be a higher priority. Such internal decisions will be made in order to enhance the overall process.



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Contact, meet and discuss: Once the identification of the various areas needed further discussion to enhance process, the prioritization must take place and then the first area will be contacted for a meeting (with agenda). One must recognize that many (if not most) do not fully understand the full role of the HIM department and therefore may not understand why you would like a meeting. An appropriate way to address this question (for all areas of the Revenue Cycle) is to state that the overall outcome of the meeting(s) is to enhance (make simpler) the Revenue Cycle process. Simplifying process via improved efficiencies (stopping an unneeded process or adding one) will stop much of the contacting and re-contacting another department for an answer that could be addressed upfront. Once a meeting is established with each area, some points to discuss are:

- Specificity of diagnosis for clarity of services to follow
- Specificity of diagnosis for quality of medical records and patient care
- Specificity of diagnosis for accurate claim processing and insurance reimbursement
- Specificity of diagnosis and complete documentation to support such diagnosis
- Specificity of diagnosis for the knowledge transfer to other physicians and care givers for enhanced patient care
- Specificity of principal diagnosis as well as primary diagnosis and secondary diagnoses
- The distinction between principal and primary diagnosis
- Specificity of all surgical procedures performed with complete documentation
- Specificity of diagnosis for outpatient services and rehabilitation services

I know that I could go on, but I believe that you get the message! These New Year resolution ideas should be conducted through the year. I know that we have a 'management tree' that we tend to hide behind, but it truly is the 'people who do the work' that can enhance processes. After all, if management changes a process, it is the 'people' who have to implement it. Therefore, why not have the 'people' identify the process and then the implementation will be so much easier.

I know that this may sound like a lot to do or you may even have heard it before or, even better, some consultant has come in and ran the meetings. Well, all I can tell you is that this works! I may have led some meetings in the past but my function and purpose is always to turn the meeting over to 'you' (and as quickly as possible). Every meeting must have an outcome and that outcome should always drive the group to want another meeting. Excitement in process improvement always transfers to excitement about one's role in the Revenue Cycle. Being part of the process improvement is exciting and is also transferable to others.



NEW YEAR RESOLUTIONS FOR 2022

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I don't care what your environment in the Revenue Cycle is, there is also process improvement possibilities either within your area alone, or within the interaction of various Revenue Cycle departments. If you can't see any areas for improvement, then you are probably bored with your job. It is when you see possibilities that excitement can occur and when you are part of the possibility made real is when real excitement happens. You can't walk a mile until you take the first step! Happy New Year...Rob Borchert



**The Virginia Chapter of AAHAM Publications Committee
is Seeking Committee Members!**

No Experience Necessary!

As a member of the publication committee, you can earn AAHAM CEU's while collaborating with other Chapter members, vendors, and authors.

Writers Wanted!

Newsletters are published quarterly. Don't miss your chance to be read, recognized, and rewarded for your writing talent!

Submit articles or, express interest in participating on the Virginia AAHAM Publication Committee. Contact Amy Beech for information!

abeech@augustahealth.com





Spotlight: The AAHAM Certified Revenue Cycle Executive

This exam is intended for all senior/executive leaders in the revenue cycle industry, to help equip you for strategic management of the business. This certification possesses the highest level of difficulty combining content knowledge of the business with critical thinking and communication skills. The Executive Revenue Cycle Certification demonstrates a high level of achievement and distinguishes you as a leader and role model in the revenue cycle industry. The certification validates your proficiency and commitment to your profession and can play an integral role in your career strategy. In many instances certification may help you secure the promotion or the job you desire. In the healthcare revenue cycle industry, the Executive Revenue Cycle Certification is comparable to earning a CPA or passing the bar exam. Passing the CRCE designates a mastery of the art of revenue cycle management

About the AAHAM CRCE Exams



Exam Overview

The Executive Certification is a comprehensive online, proctored, eight (8) hour exam covering focused revenue cycle subject matter that includes patient access, billing, credit/collections and revenue cycle management. The exam is comprised of multiple-choice, true/false, fill in the blank, short answer, essay and quantitative questions

Eligibility

CRCE exams are available to National AAHAM members, in good standing. The applicant must have a minimum of four (4) years of experience in a healthcare related field. A two (2) year associate degree or a degree from an accredited university or college can be substituted for two (2) years of experience. When using an educational waiver for experience, a transcript copy must accompany the application.



Spotlight: The AAHAM Certified Revenue Cycle Executive

AAHAM CCT Exam Focus Areas

- 1.) Patient Access
- 2.) Billing
- 3.) Credit/Collections
- 4.) Revenue Cycle Management

Exam Format

The exam is comprised of four sections that contain multiple-choice, true/false, fill in the blank, short answer, essay and quantitative questions. Examinees must initially sit for all four sections of the exam. Each section is graded separately, and each of the four sections must be passed with a score of 70% or greater in order to earn the certification designation. If one or two sections are failed, a retake of those sections is permitted. If three or more sections are failed, a retake of the entire exam is required.

Grading:

Written notification of test results will be forwarded to examinees no later than 90 days from the date the exam was taken.





Recently Certified in Virginia

VA AAHAM would like to congratulate those who earned the following designations this winter. Congratulations to:

Certified Revenue Cycle Specialist

Teresa Arredondo, CRCS

Certified Revenue Integrity Professional

Sahar Morkos, CRIP





Virginia AAHAM has earmarked funds for the AAHAM Certification Programs. The money is to be used by Virginia AAHAM National members who wish to apply for these funds to pay for the testing fee at AAHAM and will be applied on a first come first serve basis. This scholarship is meant for people that are truly interested in becoming AAHAM Certified but would have difficulty paying for it on their own and are not receiving funds from their employer for this purpose. This would be for any of the AAHAM Certification programs that AAHAM offers (CRCS, CRCP, CRIP, CRCE or CCT). In order to qualify for reimbursement of the expense of taking the exam you should meet these simple requirements:

- Be a member in good standing with both Virginia AAHAM and National AAHAM for 2022 if taking one of the Professional Exams: CRCP, CRIP or CRCE
- Be a member in good standing with Virginia AAHAM as a State Only member for 2022 if taking one of the Technical Exams: CRCS or CCT
- Be someone who is not receiving reimbursement from their employer for the exam fee
- Must register for and take exam of one of these programs in 2022: CRCS, CRCP, CRIP, CRCE, CCT. Visit www.aaham.org to view exam schedule and register
- Must reside in or be employed in the Commonwealth of Virginia

Virginia AAHAM will reimburse your expense for your registration if you have a need and request it.

VA AAHAM hopes that you will consider sitting for at least one certification exam in 2022. Please reach out today to let us help you reach your career aspirations!

FREE STUDY GUIDE

Study guides are loaned out to members. You do not have to purchase your own study guide.

If you are interested in testing your knowledge and gaining the recognition that comes with certification, or wish to request individual study sessions, contact Leanna Marshall for additional information. Phone: (434) 9628508 or her new email at: marshallleanna86@gmail.com

Apply Now for the 2022 Woodrow Samuel Annual Scholarship

Eligible Nominees must:

- ◇ Be a Virginia AAHAM member, a child of a Virginia AAHAM member, or a grandchild of a Virginia AAHAM member as of January 1 or the current year.
- ◇ Members must be employed full time in a healthcare related field or a retired member and dependents must be enrolled in an accredited college or school.
- ◇ Chapter dues of the member must be paid prior to the acceptance of requested scholarship applications.
- ◇ Classes taken must be taken during the current school year.

Due Date is May 15, 2022!!



For more information or to obtain an application please view the Members Only Section at:

vaaaham.com or contact Amy Beech, Scholarship Chair at abeech@augustahealth.com

CONGRATULATIONS VIRGINIA CHAPTER!

Virginia AAHAM received recognition for
Stellar Membership Numbers with
over 200 Members in 2021!

2022 VA AAHAM Membership Application

We are thrilled to be growing the Virginia Chapter of AAHAM. Visit our **online membership application** and payment options to join or renew your membership with the Virginia Chapter of AAHAM!

Take advantage of these important benefits...

- Problem solving and solution sharing with your associates
- Educational seminars & workshops, conference presentation materials
- Membership directory
- Chapter newsletter
- Reduced fees for chapter education events
- Interaction & networking with peers
- Preparation assistance for certification tests that demonstrate your professional skills
- Certification Training webinar slides and recordings

**Join VA AAHAM
Today!**





The Virginia AAHAM Insider

A Newsletter by and for the members of the Virginia Chapter of AAHAM

Upcoming Events

Legislative Day!

The 2022 Legislative Day will be June 21-22 at the Hyatt Regency Washington on Capitol Hill in Washington, D.C.

- Lobby at the grassroots level
- Meet face-to-face with members of the Senate & House
- Network with decision-makers and your colleagues
- Makes your voices heard
- Earn 8 AAHAM CEU's





Upcoming Events

Upcoming Certification Exam Dates and Registration Deadlines

Certification Exams are now available each month!

- ◆ April 18-22, 2022 April 2022 Exams
- ◆ May 16-20, 2022 May 2022 Exams
- ◆ June 20-24, 2022 June 2022 Exams
- ◆ July 25-29, 2022 July 2022 Exams
- ◆ August 22-26, 2022 August 2022 Exams
- ◆ September 19-23, 2022 September 2022 Exams
- ◆ October 17-21, 2022 October 2022 Exams
- ◆ November 14-18, 2022 November 2022 Exams
- ◆ December 12-16, 2022 December 2022 Exams



Stay Tuned for Information on Virginia AAHAM's next conference information.



Please be sure to watch out for email blasts with registration details for Virginia AAHAM's next Conference! As always, you can view our [Events page](#) on our website for upcoming events.





Virginia AAHAM Executive Board 2021



Chairperson of the Board
(Chapter of Excellence Committee)

Linda Patry, CRCE, Director, Patient Financial Services
 Mary Washington Healthcare

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Office: (540) 741-1591

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President
(Committee Chairperson: Nominating Committee; Accounts Receivable/Third Party Payer Committee)

Pam Cornell, CRCE, Manager, Billing and Follow up
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First Vice President
(Committee Chairperson: Membership & Chapter Development: Chapter Awareness)

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 Mary Washington Healthcare

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The Virginia AAHAM Insider

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Virginia AAHAM Executive Board 2021



Second Vice President
(Committee Chairperson: Education Committee; Government Relations Committee)

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Virginia AAHAM Executive Board 2021



Appointed Board Member: SPONSORSHIP COMMITTEE
Thomas Perrotta, Vice President of Client Relations, CCCO
Penn Credit
Office: (888) 725-1697
Email: Tom.Perrotta@penncredit.com



Appointed Board Member: CERTIFICATION COMMITTEE
Leanna Marshall, CRCE, Retired
Charlottesville, VA
Phone: (434) 962-8508
Email: marshallleanna86@gmail.com

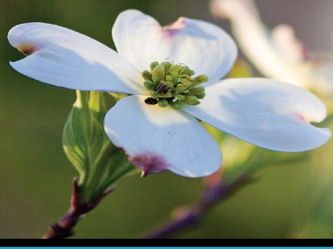


Appointed Board Member: FINANCE COMMITTEE CHAIR
David Nicholas, CRCE, President
Mercury Accounts Receivables Services, LLC
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Email: David@MercuryARS.com



Appointed Board Member: COMMUNICATIONS CHAIR
Arlynn Flecker, VP of Compliance and Client Experience
Nationwide Credit Corporation
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Email: Arlynn.Flecker@nccva.com





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Virginia AAHAM Executive Board 2021



Honorary Board Member

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Email: Linda.B.Mclaughlin@gmail.com



Honorary Board Member

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Committee Chairperson LEGISLATIVE Committee

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Tiffany Law Firm
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Committee Chairperson Student Membership Committee

Mary Prendergast
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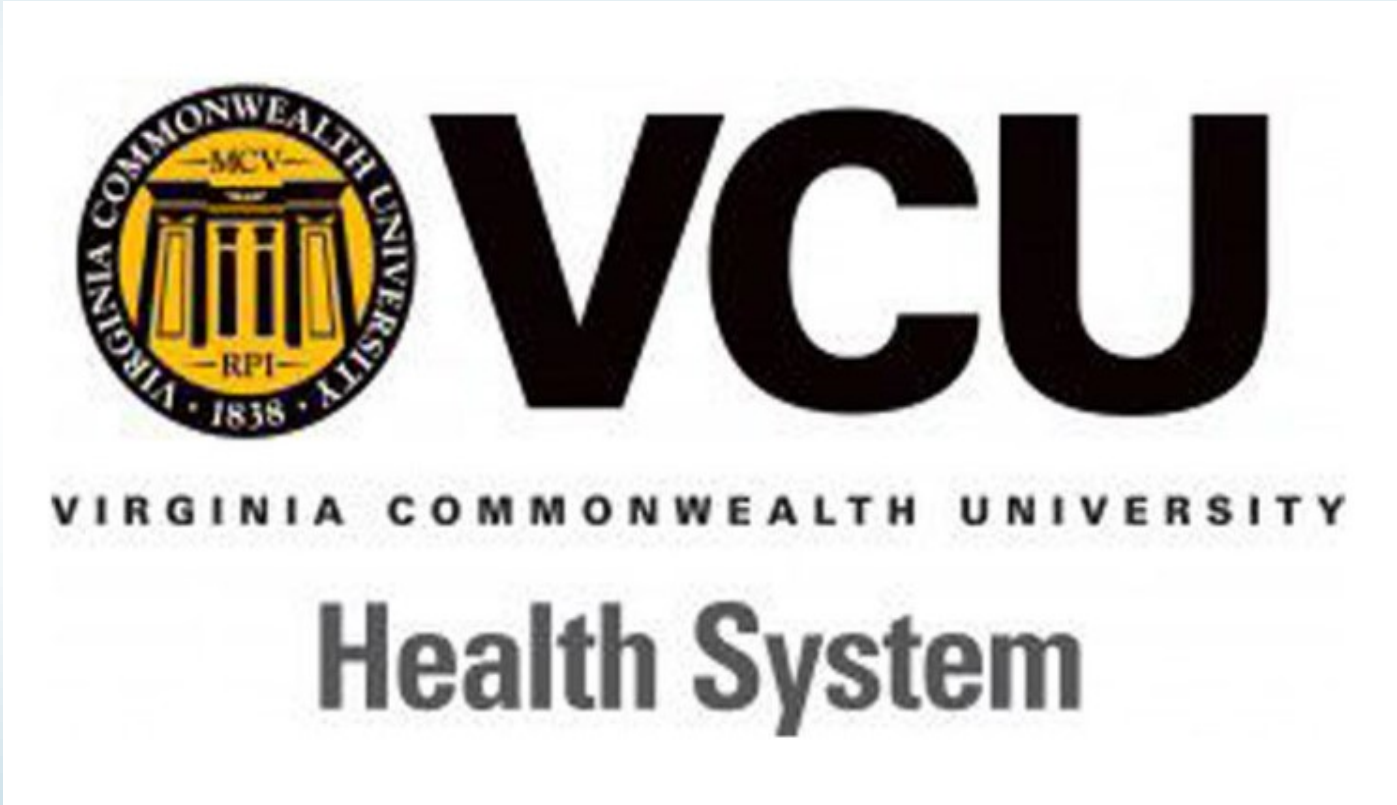


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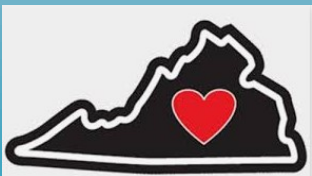
Penn Credit

Service • Integrity • Results

The logo for Penn Credit features the company name in a large, blue, italicized sans-serif font. A horizontal blue line is positioned below the name. Underneath the line, the tagline 'Service • Integrity • Results' is written in a smaller, blue, italicized sans-serif font, with bullet points separating the words.



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Healthy Spring Recipes



10 min · Yield: 12

Fresh Rainbow Fruit Skewers are a super easy and fun sweet treat. Fruit skewers are a colorful, fun ...

Ingredients

- 12 strawberries
- 12 orange slices
- 12 slices of kiwi
- 12 blackberries
- 12 green grapes

the best 2 INGREDIENT FRUIT DIP



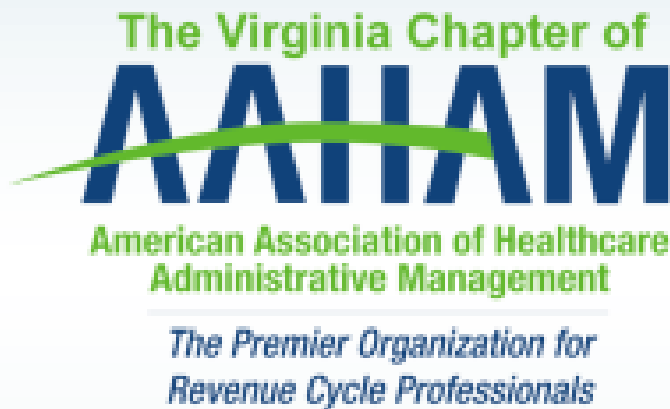
- 8oz reduced fat cream cheese (softened)
- 1 small container of marshmallow creme

Allow cream cheese to soften. Mix together cream Cheese and marshmallow fluff until light and fluffy. Serve immediately with your favorite fruits.





This publication is brought to you through the collective efforts of the Publications Committee.



What is AAHAM?

AAHAM is a premier professional organization for healthcare administrative management. Our goal is to provide quality member services and leadership in the areas of education, communication, representation, professional standards and certification. Virginia AAHAM was founded in 1982 as the American Guild of Patient Account Management. Initially formed to serve the interests of hospital patient account managers, AAHAM has evolved into a national membership association that represents a based constituency of healthcare professionals.

