



The Virginia AAHAM Insider

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

The President's Message

"Summer means happy times and good sunshine." Brian Wilson

We are finally getting into some warmer temperatures here in Virginia. It has been an odd Spring and cooler than normal. I am not complaining. I love that the time has changed, and we can go to the pool to relax. Summer also means vacations! I hope you have something fun planned so you can take some time to relax and recharge.

We had our annual Legislative day in May this year and it was a huge success! We had four position topics that our legislators were excited to hear more about. The link to learn more is at <https://aaham.org/page/LegislativeDay>

Be sure to check out the updated National AAHAM page at <https://aaham.org/>. Also, here is a reminder of the exciting things planned for 2023.

Association Headquarters is our new association management company and are currently in transition. Association Headquarters specializes in helping non-profit organizations achieve their mission, create value, and advance their causes, industries, and professions. They focus on custom solutions such as strategic planning, technology assessments, website builds and database integrations, accounting, HR, and non-dues revenue, while their award-winning marketing and communications and meetings and events teams help organizations achieve greatness.

The Annual National Institute will be held 10/10-10/12/23 at the Loews Hollywood Hotel in Los Angeles.

The certification committee will be presenting a variety of webinars again this summer for CEUs and updating the study guides.

Submit your questions for CEUs! For our summer campaign, any certified member submitting a new exam question (including answer and supporting documentation) will receive 1 AAHAM CEU. Question submissions are limited to 3 per certified member.

Should your question be selected for the appropriate exam, you will receive additional CEUs as follows:

Accepted question for the CRCS or CCT Exam – 2 CEUs

Accepted question for the CRCP or CRIP Exam – 3 CEUs

Accepted question for the CRCE Exam – 4 CEUs

Save the dates! Upcoming events are planned for a Wine tour on 10/18 and our Fall conference on 10/19. Plus, our annual event at Kingsmill will be held 12/6 and 12/7. Be sure to check out [Calendar of Events \(vaaaham.com\)](https://www.vaaaham.com) for more details.

This is an election year, so if you are interested in joining the Board or a Committee, please reach out to me directly or the Chairperson of the Board, Linda Patry, at Linda.Patry@mwhc.com

We are preparing to update our website in the coming months and will share more information on that soon.

If you have any topics that you would like to hear more about at an upcoming event, we would love to hear from you!

Sincerely, Pam Cornell, President of the Virginia Chapter

Inside this issue:

President's Message	1
Meet Arlynn Flecker	2-4
Notice of Elections	5
How to develop a self-improvement program within the Revenue Cycle	6-9
Virginia Hospital Advocate	10-14
Top 3 early out collection strategies to keep patients happy	15-17
Publications Committee	18
Certification Overview	19-20
Recently Certified	21-22
Virginia AAHAM	23
Upcoming Events	24-28
Executive Board 2023	29-32
Thank You to our Sponsors	33-45
On the Lighter Side	46-47





The Virginia AAHAM Insider

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

Meet Arlynn Flecker!

Arlynn Flecker is the Communications Chair for the VA Chapter of AAHAM

Q. Where do you work and what do you think other people should know about this organization?

I am VP of Compliance and Client Experience at NCC, Nationwide Credit Corporation. NCC offers our clients a compliant, patient friendly means to recoup their bad debt. We keep data security and patient satisfaction at the forefront of our processes.

Q. How many years have you been in healthcare?

I have worked in healthcare collections for over 20 years (9 with NCC)

Q. What does being AAHAM certified mean to you?

Being certified is a way to not only stand out amongst other professionals, but also to stay ahead of the changes in the industry.

Q. What would you say to someone thinking about becoming AAHAM certified (or a VA AAHAM member)?

Get with Leanna Marshall and start studying. She is the best in the business and will help every step of the way.

Q. What trends are you seeing right now? (in healthcare or something specific to your role)?

Data security breaches are happening across the country. With advances in technology, sometimes health care facilities are late to the game. Be sure to partner yourselves with companies that are well versed in data security and have processes in place to maintain the security of your patients' information.

Q. What suggestions do you have for a facility struggling with ____ (Could be any struggle of your choosing – denials, aging A/R, staff retention, staff engagement, etc.)

Hospitals and medical groups are struggling to do more with less; less money and less employees. Finding the right way to outsource processes without losing the patient satisfaction aspect is challenging. My suggestion is to take the time to fully vet your vendor partners. Ask questions about their processes, values and expectations.





The Virginia AAHAM Insider

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

Meet Arlynn Flecker!

Arlynn Flecker is the Communications Chair for the VA Chapter of AAHAM

Q. Name something you feel you excel at in your role.

Leadership. I do my best to always lead by example. I am grateful for my staff and those that I work with. Being a leader is a great responsibility. Aside from the role that I play within my company, I also am responsible for setting my team up for success. They rely on me to provide a way for them to take care of their families and themselves. I do not take that lightly. They are with me sometimes more than they are with their families and I want to make sure that they know just how much I appreciate them.

Q. How do you stay organized? (Or) How do you manage your daily tasks?

I make a ton of lists! I also have outlook tasks set up that remind of due dates, projects, etc. Having a great team working for & with me is key. I know that without them, I could not do a fraction of what I do.

Q. How do you avoid burnout?

I am not great at avoiding burnout. I am the ultimate Chaos Coordinator. My role(s) at my NCC is to make sure our collections and early out teams are compliant with all local, state and federal laws; ensure that our clients' needs are being not only met but anticipated; and spreading the word about what a great company we truly are and how we can help other health care groups with their current and aged receivables. My days are busy yet fulfilling. To avoid burnout, I generally push through the tough times and find ways to destress after.

Q. Do you have a favorite way to relieve stress?

Cooking. I spend a lot of time in the kitchen. Believe it or not, when I am really stressed, I wander through the grocery store or find a farmers market. I love to try new dishes and new restaurants when I travel then come home and try to recreate them.

Q. What is the best advice you ever received?

"There's more than one way to skin a cat" I know it's old but it helps me remember that my way isn't always the best and definitely isn't the only way. Being open to change and different opinions is not only a way to work better with others, but also a way to continue to grow personally.



The Virginia AAHAM Insider

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



Meet Arlynn Flecker!

Arlynn Flecker is the Communications Chair for the VA Chapter of AAHAM

Q. What is your favorite advice to give?

"I can tell you not to run your head into the wall a thousand times but until you run your head into the wall, you will never remember" Basically, make mistakes but learn from them. Most mistakes can be fixed and no one is perfect. In life and in work, we have to give ourselves grace.

Q. You have an unexpected day off. What do you do?

I would love to say that I would take a road trip or get caught up on housework, etc. but honestly, I will just binge watch TV with my dogs (Ruby and Zoey) and relax my brain.

Q: What is your favorite way to celebrate after you have completed a demanding project?

I treat myself to a good dinner. Most times I will cook but I also enjoy going out to nice restaurants. If it is a team project, I like to feed the team as well ☺

Q: What do you know now that you wish you had known when you were younger?

Being successful is a great accomplishment. Having someone to support and share those accomplishments with is a gift not everyone gets to experience.

Q. How do you manage work/life balance? (How is it important to you, benefits)

Once I shut down my PC for the day, I am done. It is not always easy to do this, but I have learned that if you don't, work will be all you have. If I feel that I am getting overwhelmed, I take a day off. I encourage my staff to take mental health days as well.

Q. What are three things you cannot live without?

My dogs, my son and my shoes





The Virginia AAHAM Insider

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

Notice of Elections

Notice of Elections of Officers of The Virginia Chapter of AAHAM for the two-year term beginning January 1, 2024

This is an election year for the Virginia Chapter of AAHAM! Your vote is very important, so watch for the ballot and be sure not to miss this important opportunity to vote for your 2024-2025 AAHAM Chapter Officers.

Guided by the Chapter By-Laws and Regulations, the Nominating Committee will follow established nominating and voting procedures. The President of the Chapter has appointed a Nominating Committee. The Committee will nominate persons for the offices of President, First Vice President, Second Vice President, Secretary, and Treasurer. The Committee will also nominate any member who is qualified to hold office for nomination endorsed by a minimum of ten members in good standings.

The Committee will report the names of the candidates for nomination to the President by September 15, 2023; and electronic ballots will be sent to members on October 1, 2023. Voting will be open until November 7, 2023. The elected officers will take the oath of office at the Annual Meeting in December in Williamsburg.

Members in good standing have the right to vote with the exception of Student Members or Retired Members who are appointed board members. All ballots will have provisions for write-in votes for each office. Election of the nominees shall require a simple majority of those voting.

Additional information regarding nominations and voting can be found in the Chapter By-Laws and Regulations available in the Member Information on the members only section of the Chapter website - www.vaaaham.com.

The Virginia Chapter of AAHAM 2023 Nominating Committee:

Linda Patry, CRCE, Chairperson

David Nicholas, CRCE, Member

Michael Whorley, CRCE, Member

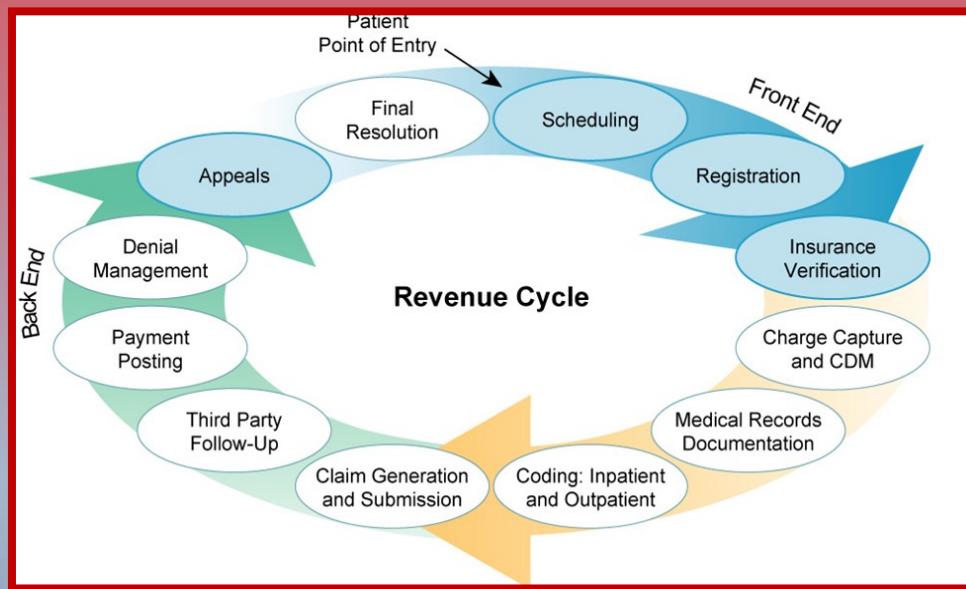




The Virginia AAHAM Insider

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

How to develop a self-improvement program within the Revenue Cycle



We all know the basic elements of the Revenue Cycle. For years, we focused on the three major components of Patient Access, Health Information Management and Patient Financial Services. Over the course of time, we expanded the knowledge of what is involved with the Revenue Cycle to many of the revenue generating departments of a hospital or physician practice like Radiology, Surgery, Laboratory, Medical Supplies, etc. Although not mentioned directly in the diagram above, we know that processes of “Charge Capture and Charge Description Master (CDM)” and “Coding: Inpatient and Outpatient” and “Claim Generation and Submission” are key elements. In most training programs, we sometimes glean over these areas and not consider the ancillary areas as “key!”

In order to develop a productive self-improvement training program, one needs to focus on all aspects of the Revenue Cycle and how each process is vital to a successful and productive team member. No matter what department or component of the Revenue Cycle you are, the ‘normal’ complement of staffing consists of members with many years of experience (over 10), members with some years of experience (over 5, under 10), and new members with 5 or less years of experience. This consistency can also comprise of some “cliques” that are more critical of others but do not directly offer assistance. From my experience, each component of the overall team has valuable assets to contribute to the development of a solid self-improvement program. What I would like to do is to present a high-level approach to forming this self-improvement program and then use an example or two of specificity in a department or department section.





The Virginia AAHAM Insider

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

How to develop a self-improvement program within the Revenue Cycle

High Level Approach:

In developing a solid and productive self-improvement program, you must first be familiar with the members of your section or department. Do they consist of various levels of years in the same department? Have they come from other internal departments? Have they come from another healthcare facility or practice and how long were they there? Are they all of one gender or mixed? Are they of one or more nationality or race or culture? How "different" are they? Do they have friends in other departments or other healthcare facilities? So many questions!!! If your answer is YES or you do not know the answer, then the first thing you need to do is a survey with some of these questions. Not the questions that could cause 'Human Resources' problems but the more general ones to try to access the industry background of your section or department. You are interested to know what their experiential base in the healthcare industry is to help access their potential contribution to the program. This assessment of your staff can be the beginning part of the program or a separate inquiry. If you are serious about a self-improvement program, you should have an initial meeting with the staff (one or more depending on the size and location of your staff) and explain that you are trying to develop this program and that contributions will be anonymous so that all can write openly and purposefully.

So, to get started, these are some of the necessary questions you need to collect data from to begin the process of self-improvement. These are not limited, and you can add your own if you desire.

- 1.What is your current position?
- 2.How long have you been in this position?
- 3.Have you been in other positions within this department?
- 4.Have you been in other departments within this facility?
- 5.Have you worked in other healthcare facilities or practices?
- 6.How many years did you work in other healthcare facilities or practices?
- 7.Do you have friends in other departments in this facility?
- 8.Do you have friends in other healthcare facilities or practices?
- 9.Do you like what you are currently doing in your position?
- 10.Do you see potential improvements in performing the duties of your position?
- 11.Have you talked about these potential improvements with others in your department?
- 12.Have you talked about these potential improvements with others?
- 13.Do you have any problems with current management in your section/department?
- 14.Are you willing to speak out (write down) your suggestions for improvement?
- 15.Are you open to changing your current activities to improve the overall process of your function?
- 16.Do you trust the anonymous process in moving forward?
- 17.Are you a team player or do you prefer to work completely alone?
- 18.What knowledge do you have about the other components of the Revenue Cycle?
19. Are you personally interested in self-improvement in your position?
- 20.What are the barriers that you see in moving forward with this program?





The Virginia AAHAM Insider

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

How to develop a self-improvement program within the Revenue Cycle

These are just twenty questions that will either spur excitement or depression among the staff. They will all wonder what you are looking for, which is why the ‘kick-off’ meeting is so important. I have always told my staff that one of my main functions is to get the staff member I am talking to promoted. I can do that if the person is open to discussion regarding current and new ideas within “our” section/process. These 20 questions, if you use them, can be distributed after the meeting and the staff can take them home and bring them back in a day or two. Longer than that will cause internal discussion among the staff before all the questionnaires are turned in. Once turned in, it is up to you (and maybe someone you can totally trust) to do the review of the answers. Once the answers are reviewed and some calculations are made, you can have your second meeting with the staff. The calculations to report to the staff are basic percentages such as, 70% of staff are over 10 years; 20% are 5 to 10 years; 5% are under 5 years and 5% are under one year. Other statistics can be 30% have worked in other departments; 40% have worked in other facilities; 30% do not trust the anonymous process, etc. These statistics will tell the group a lot about themselves without revealing whose comments are being reported. These statistics should be openly discussed among the staff at the meeting, and we know they will talk about them after the meeting.

Next step is to ask for written input into the specific process that each member is involved with AND suggest comments on the other processes and how they could see an improvement in the total process. If the “climate” is right, you can suggest that some of the staff members may want to get together and discuss/document their process and make suggestions as well as making suggestions to other processes. Some suggestion might be to get to know other members involved in the Revenue Cycle. This could be the opportunity to “cross-knowledge” bases between departments including clinical.

Now we have the basis for the development of a self-improvement program. Some very simple outcomes that can be placed into a self-improvement program for Patient Financial Services can be:

- A. Are you aware that when Patient Access obtains insurance verification for a procedure that does not necessarily mean that they will pay for it? There is an additional step associated with the authorization process for payment.
- B. If a claim is denied, one of the initial steps to take is to contact the physician’s office to access if they have received payment. If they have, then the next contact with the insurance company is to explain why they paid the physician and not the hospital.
- C. If the claim is denied for diagnostic coding error, investigate with Health Information Management, if there is a more appropriate diagnostic code(s) associated with the medical condition and, if so, re-submit the claim AND contact Patient Access to alert them to this medical condition and the most appropriate diagnostic code to be used.





The Virginia AAHAM Insider

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

How to develop a self-improvement program within the Revenue Cycle

Many of the self-improvement questions and answers come from the input of the staff. Some managers have group meetings with staff to review these questions and answers to assure understanding among all parties. Additional meetings with other department staff can be arranged depending on the topic. Sounds like a lot of work but we have found that “working lunches” have been very effective as long as the meetings are controlled and remain on topic. No personal issues involved with any meeting. I know that this works and if you need any further assistance or questions answered, please feel free to contact me. Thanks!

Rob Borchert, SME,MBA,FHFMA,CRCE

rob@bpa-consulting.com

315-345-5208



The Virginia AAHAM Insider

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

Virginia Hospital Advocate Newsletter



VIRGINIA HOSPITAL
& HEALTHCARE
ASSOCIATION

June 2023

Greetings!

On July 1, 2023, the new state fiscal year begins. That is also the date when many new laws adopted during the winter General Assembly session take effect. Among the policy changes made are several that will impact hospitals and the health care industry in Virginia. The entire VHHA team will help our members navigate these changes.

In other news, voters across the Commonwealth went to the polls on June 20 to choose Republican and Democratic nominees in races for the Virginia House of Delegates and the Virginia Senate. The results will have a profound impact on the composition of the General Assembly when it convenes in January 2024. The VHHA Government Affairs Team will work with incumbents and newly elected officials to ensure hospital interests are prioritized amid the historic legislative turnover.

--The VHHA Government Affairs Team





The Virginia AAHAM Insider

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

Virginia Hospital Advocate Newsletter

What's Happening in Richmond

New Laws Take Effect

During the most recent legislative session, the General Assembly passed 811 pieces of legislation - 803 were signed by Governor Glenn Youngkin, with many of them taking effect Saturday, July 1. Below are a few new laws that will affect hospitals and health systems:

Senator Barbara Favola (D-Arlington County) patroned legislation to require each hospital with an emergency department to maintain a certain level of security. VHHA is working with the Virginia Department of Health (VDH) and other stakeholders to promulgate regulations that will not pose an undue burden on hospitals and health systems.

Legislation requested by VHHA and its members clarifies the authority of emergency medical services (EMS) providers to administer drugs and devices at a medical care facility. Delegate Bobby Orrock (R-Spotsylvania County) and Senator David Suetterlein (R-Roanoke County) sponsored that legislation, which was signed by the Governor.

Both the Governor and the legislature kept Virginia's behavioral health system as a top priority. Beginning July 1, emergency department and behavioral health staff members may release patients who are awaiting transportation to a facility of temporary detention prior to a commitment hearing under certain circumstances where the patient no longer meets commitment criteria.

To learn more about all the laws taking effect, please read VHHA's [published materials](#) and watch our [webinar](#) reviewing new laws that will impact hospitals.

Budget in Limbo

Many of VHHA's legislative priorities were included as amendments to the biennial budget and focus on addressing the significant workforce shortages in health care and the ongoing behavioral health challenges in communities across the Commonwealth.

Negotiations on the budget have stalled over disagreements related to Governor Youngkin's proposed tax cuts. The defeat of Senator George Barker (D-Fairfax County) during the June 20 primary election has created uncertainty about the resumption of negotiations because Barker was a key budget negotiator.





The Virginia AAHAM Insider

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

Virginia Hospital Advocate Newsletter

2023 Primary Election Recap

This election cycle was an historic one. More than 40 nomination contests were decided on Tuesday, June 20 – including several races with longstanding incumbents.

Governor Glenn Youngkin and Republican leadership in the House and Senate had a winning night, winning each of the races in which the Governor and GOP leadership endorsed . The Republicans who won their primaries are generally seen as more electable in matchups with Democratic candidates during the general election. Two examples of this trend are former Senator Glen Sturtevant, who defeated incumbent Senator Amanda Chase and Delegate Emily Brewer, who defeated political newcomer Hermie Sadler (a businessman and former NASCAR driver) for an open Senate seat.

Meanwhile, Democratic voters chose the more progressive candidate in several key races that resulted in the ouster of three tenured incumbents: Senator George Barker of Fairfax County, Senator Joe Morrissey of Henrico County, and Senator Chap Petersen of Fairfax City. Democratic voters also nominated former Delegate Jennifer Carrol Foy of Prince William County rather than former Delegate Hala Ayala, who was the Democratic nominee for Lieutenant Governor in 2021. The winning candidates in those races received significant support from Clean Virginia, an anti-Dominion Energy organization.

The redistricting process in Virginia also resulted in two races that pitted sitting incumbent legislators against one another. In the House District 47 (Patrick County) Republican primary, Delegate Marie March was defeated by Delegate Wren Williams. In the Hampton Roads-based Senate District

What's Happening in Washington, D.C.

Congressional Action Threatening Hospital Viability

Over the past month, Congress has held hearings on legislation that could pose a significant threat to hospitals and health systems across the country. Congressional committees have heard testimony and debated issues including price transparency, site-neutral payments, and consolidation.

The Transparent PRICE Act and Patient Act of 2023 recently passed the House Committee on Energy and Commerce. These proposals could deepen cuts to hospitals that are already feeling the consequences of underpayment from Medicare and commercial insurance -that resulted in increased costs for patients. Both proposals are awaiting a vote of the full U.S. House of Representatives. VHHA and its members will work with Virginia's Congressional delegation to ensure that these harmful proposals are defeated as introduced.



The Virginia AAHAM Insider

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

Virginia Hospital Advocate Newsletter

Join the Hospital Grassroots Network!

Sign up for the VHHA Hospital Grassroots Network to join our rapid response network that helps legislators understand the importance of a pending health care vote or issue.



The Virginia Hospital Advocate newsletter will also help keep you updated on key issues so that you're informed and ready to respond when an urgent action alert is issued.

Register online today!



Support Dedicated Legislators through HosPAC!

HosPAC is VHHA's political action committee. HosPAC provides organized, effective political action by supporting candidates who will work to improve quality health care through policies that recognize the importance of Virginia's hospital and health systems.

To contribute,
please visit www.VAHosPAC.com.

HosPAC participation is strictly voluntary and not tax deductible.





The Virginia AAHAM Insider

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

Virginia Hospital Advocate Newsletter

Thank you for supporting Virginia hospitals!

VHHA's Advocacy Team works hard to keep you up to date with the latest health care policy and politics news. We love to hear from our members and supporters!

- **Julie Dime**, Vice President of Government Affairs, idime@vhha.com
- **Jennifer Wicker**, Senior Director of Government Affairs, jwicker@vhha.com
- **David Nutter**, Director of Government Affairs, dnutter@vhha.com
- **Rachel Becker**, Director of Government Affairs, rbecker@vhha.com
- **Davis Gammon**, Director of Policy and Legislative Affairs, dgammon@vhha.com

Please don't hesitate to contact members of the team, and send **Davis** feedback or suggestions for topics to cover in future newsletters. Thank you!





The Virginia AAHAM Insider

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

Top 3 early out collection strategies to keep patients happy



In the complex world of medical debt collections, maintaining a positive patient experience is crucial for healthcare providers and debt collection agencies alike. Striking the right balance between efficient debt recovery and patient satisfaction is a challenge. For KeyBridge Medical Revenue Care, specializing in hospital debt collections, implementing effective early out collection strategies is essential. In this blog, we will explore the top three strategies to keep patients happy during the debt collection process.

Clear and Compassionate Communication:

One of the most important aspects of early out collections is establishing clear and compassionate communication channels with patients. Debt collection notices and calls can often cause anxiety and stress. To alleviate these concerns, it is essential to develop a communication strategy that prioritizes empathy and understanding.

- a. **Transparent Debt Explanation:** Patients need a clear understanding of their medical bills and how the collection process works. Provide detailed explanations of the charges and the steps involved in resolving the debt. Use plain language, avoid jargon, and ensure all communications are easy to comprehend.
- b. **Active Listening and Empathy:** Train your collection staff to actively listen to patients' concerns and display empathy. Patients may have legitimate reasons for delayed payments or financial hardships. By understanding their situations and offering flexible solutions, you can build trust and goodwill.
- c. **Personalized Payment Plans:** Recognize that every patient's financial circumstances are unique. Offer personalized payment plans tailored to their ability to pay. This approach demonstrates your commitment to their well-being and fosters a sense of collaboration, making patients more likely to comply with the agreed-upon arrangements.





The Virginia AAHAM Insider

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

Top 3 early out collection strategies to keep patients happy

Education and Financial Counseling:

Empowering patients with financial knowledge and guidance can be a proactive approach to prevent medical debts from escalating. By providing educational resources and offering financial counseling, our team can help patients make informed decisions and manage their medical bills effectively.

- a. Financial Literacy Materials: Create and distribute educational materials, such as brochures or online resources, that explain common insurance terms, the billing process, and available assistance programs. This information equips patients with the knowledge to navigate the complexities of medical billing and debt.
- b. Financial Counseling Services: Collaborate with financial counselors to offer free or discounted sessions for patients struggling with medical debt. These counselors can provide personalized guidance on budgeting, debt management, and available financial resources, helping patients regain control of their finances.
- c. Point of Service Education: During patient visits, train your staff to provide cost estimates for services, discuss insurance coverage, and inform patients about potential out-of-pocket expenses. By addressing financial aspects upfront, you can minimize surprises and increase the likelihood of prompt payment.

Digital Tools and Self-Service Options:

In today's digital age, leveraging technology and self-service options can streamline the collection process while improving patient satisfaction. By offering convenient online platforms and automated services. Our goal at KeyBridge is to enhance the patient experience even in the medical debt collection process so the experience reflects positively on our clients and their patients.





The Virginia AAHAM Insider

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

Top 3 early out collection strategies to keep patients happy

- a. Online Payment Portals: Develop a user-friendly online payment portal where patients can securely make payments, view their account balances, and access payment history. This allows patients to manage their debts at their convenience and reduces the need for manual intervention.
- b. Text and Email Notifications: Utilize automated text and email notifications to remind patients about upcoming payments, provide account updates, and offer payment options. These reminders ensure that patients stay informed and have multiple avenues to settle their debts promptly.
- c. Virtual Assistance: Implement a chatbot or virtual assistant on your website or customer service platform to address frequently asked questions, guide patients through the payment process, and provide basic account information. This 24/7 support ensures that patients can access assistance whenever they need it.

Maintaining a positive patient experience during medical debt collections is essential. By adopting clear and compassionate communication, providing education and financial counseling, and leveraging digital tools and self-service options, you can create a patient-centric approach that benefits both patients and your organization. Prioritizing patient satisfaction not only increases the chances of successful debt recovery but also helps build long-lasting relationships based on trust and empathy.

**If you have any questions or comments about this article,
please reach out to Susan McDonald:
smcdonald@keybridgemed.com**





The Virginia AAHAM Insider

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



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





The Virginia AAHAM Insider

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

AAHAM Certification Options:

The AAHAM Certified Revenue Cycle Executive

The AAHAM Certified Revenue Cycle Professional

The AAHAM Certified Revenue Integrity Professional

The AAHAM Certified Revenue Cycle Specialist

The AAHAM Certified Compliance Technician

What are the AAHAM Exams?



What is the AAHAM CRCE (Executive) certification?

Executive Certification is an extensive online proctored exam directed to all senior and executive leaders within the healthcare revenue cycle industry, to help equip them for strategic management of the business. This certification possesses the highest level of difficulty combining content knowledge of the business with critical thinking and communication skills.

What is the AAHAM CRCP (Professional) certification?

Professional Certification is an online proctored exam directed to supervisors and managers in the revenue cycle industry, to validate their knowledge and skills. This certification is for the individual who desires confirmation and recognition of their expertise and/or for those who aspire to the executive level certification.





The Virginia AAHAM Insider

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

What are the AAHAM Exams?

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

The Revenue Integrity Professional (CRIP) is an online proctored exam directed to anyone in the revenue cycle industry to help ensure that facilities effectively manage their charge master, and bill and document appropriately for all services rendered to a patient. This certification requires an in-depth, working knowledge of various revenue cycle areas and proper skill sets needed to increase revenue and reimbursement for facilities. It also ensures that proper charging takes place to maintain compliance within the insurance payer programs.

What is the AAHAM CRCS (Specialist) certification?

Specialist certification is an online proctored exam that tests the proficiency of staff involved in the processing of patient accounts and to prepare them for the many details needed to perform their daily job duties.

What is the AAHAM CCT (Compliance) certification?

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



The Virginia AAHAM Insider

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



Recently Certified in Virginia

VA AAHAM would like to congratulate those who earned the following designations in April, May, and June. Congratulations to:

Certified Revenue Cycle Specialist:

Kimberly Gutierrez– CRCS

Vicki Mahler– CRCS

Antonia Morris– CRCS

Tonya Poe– CRCS

Carlos Velasquez– CRCS

Debbie Faris– CRCS

Tammy Lemasters– CRCS

Samantha Campbell– CRCS



Certified Revenue Cycle Professional:

Rinku Patel



The Virginia AAHAM Insider

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



Recently Certified in Virginia

VA AAHAM would like to congratulate those who earned the following designations in April, May, and June Congratulations to:

Certified Revenue Cycle Executive:

Julie Hardy– CRCE



Certified Compliance Technician:

Claudia Galliatos-CCT



CONGRATULATIONS VIRGINIA CHAPTER!

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

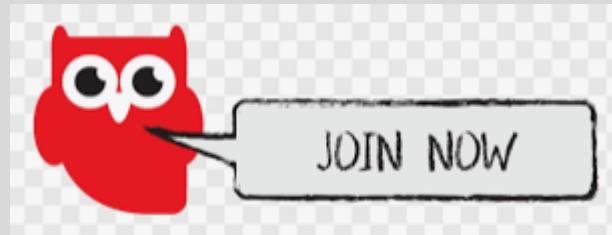
2023 VA AAHAM Membership Application

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

Upcoming Certification Exam Dates and Registration Deadlines

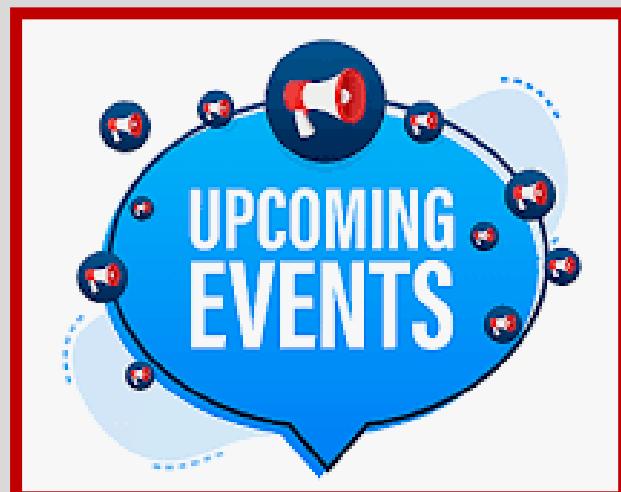
Certification Exams are now available each month!

July 2023– 7/24/23-7/28/23

August 2023-8/21/23-8/25/23

September 2023– 9/18/2023-9/22/2023

October 2023– 10/23/2023-10/27/2023





The Virginia AAHAM Insider

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

Upcoming Events

Summer Certification Webinar Series

AAHAM will be providing **FREE** certification webinar training series again this July and August with all new live sessions. You can earn 3 CEUs for each webinar that you view.

Here is the full session schedule:

- 2023 CRCS Webinar - Billing - 7/12/2023 - 12-1:30 EST
- 2023 CRCE Webinar - Patient Access and Billing - 7/19/2023 - 1-3:00 EST
- 2023 CRCS Webinar - Credit & Collections - 7/25/2023 - 12-1:30 EST
- 2023 CRCE Webinar - Credit and Collections and Revenue Cycle - 7/26/2023 - 1-3:00 EST
- 2023 CRCS Webinar - Access & Federal Regulations - 8/8/2023 - 12-1:30 EST
- 2023 CRCP Webinar - Access - 8/9/2023 - 12-1:30 EST
- 2023 CRCP Webinar - Billing - 8/10/2023 - 12-1:30 EST
- 2023 CRCP Webinar - Credit and Collections - 8/16/2023 - 12-1:30 EST
- 2023 CRCP Webinar - Revenue Cycle Management - 8/17/2023 - 1:30 EST
- 2023 CCT Webinar - 8/22/2023 - 12-1:30 EST
- 2023 CRIP Webinar - 8/23/2023 - 12-1:30 EST

Registrations must be received the WEEK before each session.



12-



The Virginia AAHAM Insider

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

Upcoming Events

The 2023 AAHAM ANI will be October 10-12, 2023 at the Loews Hollywood Hotel in Los Angeles, California. Please stay tuned for late breaking details!

Important reasons why you can't afford to miss AAHAM's ANI...

- Attend vibrant educational sessions on career-focused topics
- Learn real solutions from industry leaders about day-to-day challenges
- Earn 20 continuing education units (CEUs)
- Enjoy fantastic networking opportunities
- Connect with colleagues and expand your network

Make your reservation now at the exciting Loews Hollywood Hotel (1755 N Highland Ave, Hollywood, 90028), the official ANI 2023 headquarters hotel, located right in the heart of Hollywood!

You can also make your reservation by phone, 1-877-875-1604. Be sure to give the agent the code "ANIO08" to receive the discounted pricing, \$259 per night (+taxes).



The Virginia AAHAM Insider

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



Upcoming Events

[Virginia Chapter of AAHAM](#)

[2023 Fall Networking and Meeting:](#)

[**10/18/2023-10/19/2023**](#)

[**10/18– Networking and Wine/Brewery Tour**](#)

[**10/19– Fall Educational Day at UVA. Hotel will be at the Omni Charlottesville, VA. Registration and hotel group code will be available soon.**](#)



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.



The Virginia AAHAM Insider

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



Upcoming Events

[Virginia Chapter of AAHAM](#)

[2023 Winter Annual Conference:](#)

12/6/23-12/7/23

[Kingmill Resort in Williamsburg, VA.](#)



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.



The Virginia AAHAM Insider

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

Virginia AAHAM Executive Board 2021-2022



Chairperson of the Board
(Chapter of Excellence Committee)

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

2300 Fall Hill Ave. Suite 311 Fredericksburg, VA. 22401

Office: (540) 741-1591

Email: Linda.Patry@mwhc.com



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

Pam Cornell, CRCE, Claims and System Manager
Dept. of Medical Assistance Services
600 E. Broad Street, Richmond, VA. 23219

Office: (540) 847-1459

Email: pscornell2001@yahoo.com



First Vice President
(Committee Chairperson: Membership & Chapter Development: Chapter Awareness)

Deanna Almond, CRCE, Business Analyst II
Mary Washington Healthcare
2300 Fall Hill Ave. Suite 311 Fredericksburg, VA. 22401

Office: (540) 741-7471

Email: deanna.almond@mwhc.com



The Virginia AAHAM Insider

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

Virginia AAHAM Executive Board 2021-2022



Second Vice President

(Committee Chairperson: Education Committee; Government Relations Committee)

Cathy Price-Campbell, CRCP, SVP of Client Development

RSource Healthcare

433 Plaza Real, Suite 255 Boca Raton, FL 33432

Office: (561) 245-4379

Email: cprice@rsource.com



Secretary

(Committee Chairperson: Publications Committee)

Amy Beech, CRCE, Patient Financial Services Manager

Augusta Health

P.O. Box 1000 Fishersville, VA 22939

Office: (540) 245-7216

Email: abeech@augustahealth.com



Treasurer

(Committee Chairperson: Vendor Awards Committee)

Jeffrey Blue

UVA Health System

4105 Lewis and Clark Drive Charlottesville, VA 22911

Office: (434) 297-7477

Email: Jrb2re@virginia.edu



The Virginia AAHAM Insider

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

Virginia AAHAM Executive Board 2021-2022



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

Office: (703) 825-8762

Email: David@MercuryARS.com



Appointed Board Member: COMMUNICATIONS CHAIR

Arlynn Flecker, VP of Compliance and Client Experience

Nationwide Credit Corporation

5503 Cherokee Ave, Suite 100 Alexandria, VA 22312

Office: (571) 499-4399

Email: Arlynn.Flecker@nccva.com



The Virginia AAHAM Insider

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

Virginia AAHAM Executive Board 2021-2022



Honorary Board Member

Linda McLaughlin, CRCE, Retired

Office: (804) 690-7282

Email: Linda.B.McLaughlin@gmail.com



Honorary Board Member

Michael Whorley, CRCE, Retired

Office: (540) 470-0020

Email: Michael@Whorley.com



Committee Chairperson LEGISLATIVE Committee

Mark Unger

Penn Credit Corporation

Office: (800) 720-7294

Email: Mark.Unger@penncredit.com



Committee Chairperson Student Membership Committee

Mary Prendergast

IC System

Office: (757) 839-6215

Email: MPrendergast@icsystem.com



The Virginia AAHAM Insider

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

CORPORATE SPONSORSHIPS



University of Virginia

Key Bridge

NCC

Elevate

Knowtion Health

Penn Credit

Mecury Account Receivable Services

Credit Control Corporation



Revecore

RMC

Pro Medical

Integrated Account Group

Fin Thrive



Centauri

MDS





The Virginia AAHAM Insider

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



Platinum Sponsor



The Virginia AAHAM Insider

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



Platinum Sponsor

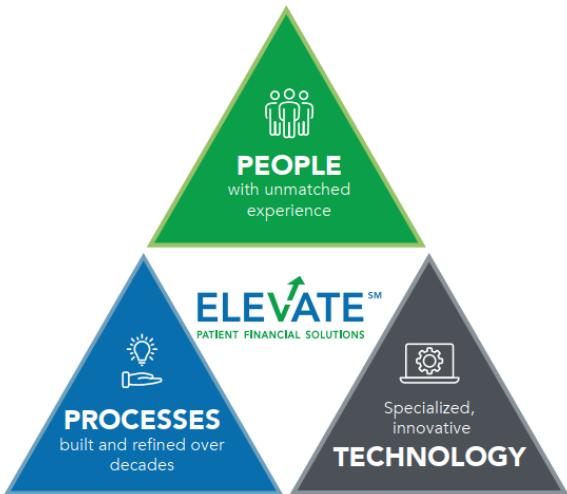


More revenue recovery.
Happier patients.



A proven revenue cycle
management partner **you can trust.**

- Medicaid Eligibility & Enrollment
- Complex Claims
- A/R Services
- Self-Pay



Contact Us Today

Learn how we can create an elevated experience for your patients and boost your bottom line.



(800) 835-7474

info@ElevatePFS.com

ElevatePFS.com



The Virginia AAHAM Insider

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



Platinum Sponsor



KeyBridge™
Medical Revenue Care™





The Virginia AAHAM Insider

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



Platinum Sponsor



**CREDIT CONTROL
CORPORATION**

Cash Recovery Specialists





The Virginia AAHAM Insider

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



Platinum Sponsor



PennCredit

Service • Integrity • Results





The Virginia AAHAM Insider

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



Platinum Sponsor



You've Got This Now®





The Virginia AAHAM Insider

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



Platinum Sponsor



ONCC

IT PAYS TO PARTNER

Nationwide Credit Corporation





The Virginia AAHAM Insider

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



Platinum Sponsor



Mercury
Accounts Receivable Services



The Virginia AAHAM Insider

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



Gold Sponsor



Revecore



FinThrive





The Virginia AAHAM Insider

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





The Virginia AAHAM Insider

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



Gold Sponsor



The Virginia AAHAM Insider

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



Bronze Sponsor





The Virginia AAHAM Insider

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

A Cool Summer Treat

Peanut Butter Banana Frozen Yogurt Pops



Ingredients

- 2 bananas *preferably frozen (they can be at room temp too)*
- 1 1/2 cups greek yogurt *I used 0%*
- 2/3 cup peanut butter
- 4 tablespoons honey
- 2 teaspoons vanilla
- 1/2 teaspoon salt

CHOCOLATE SHELL

- 12 ounces mik chocolate *chopped*
- 1/3 cup coconut oil
- chopped peanuts for topping *optional*

Instructions

- Place the bananas in the bowl of a food processor or high powered blender and process until smooth and pureed. Add in the greek yogurt, peanut butter, honey, vanilla and salt and process another minute or so. Make sure there are no chunks of yogurt or banana and everything is thoroughly combined. Transfer the frozen yogurt to a bowl,

cover and place in the freezer for 30 minutes to firm up or if your bananas were frozen in the beginning you can skip this step. You need the yogurt to stiffen and be cold so it will hold its shape on its own, if it seems too thin place it back in in the freezer for another 30 minutes.

- Line two baking sheets with a silpat or wax paper and spoon the frozen yogurt onto the baking sheet, making small circles. Place a popsicle stick or straw in the middle of each circle and then cover with more frozen yogurt if needed to cover the stick. Cover the baking pans and place in the freezer for for at least 2 hours.
- Before you take the frozen yogurt out of the freezer make the magic shell. Combine chopped chocolate and coconut oil in a medium sauce pan over medium heat. Stir frequently until chocolate is almost melted. Remove from heat and stir until completely melted and smooth.
- Remove the frozen yogurt pops from the freezer and drizzle the magic shell over the pops. Immediately sprinkle (seriously, do it pretty fast) with the chopped peanut and let harden, about 2 minutes. Either eat right away or store in the freezer to grab when ya need one!



The Virginia AAHAM Insider

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



A central poster with a yellow background and a white border. It features a yellow sun icon on the left and the text "stay safe this summer!" in a stylized font. Below the sun, there are three horizontal sections with icons and text: 1) A water bottle icon with the text "Stay hydrated at all times." 2) A sunscreen tube icon with the text "Always wear sunscreen and reapply." 3) A wave icon with the text "Stay safe and watch others around water." The poster is surrounded by several small, tilted images: a white flower in the top left, a water bottle with an orange slice in the top right, a life preserver in the bottom left, and a dog under a striped umbrella in the bottom right.



The Virginia AAHAM Insider

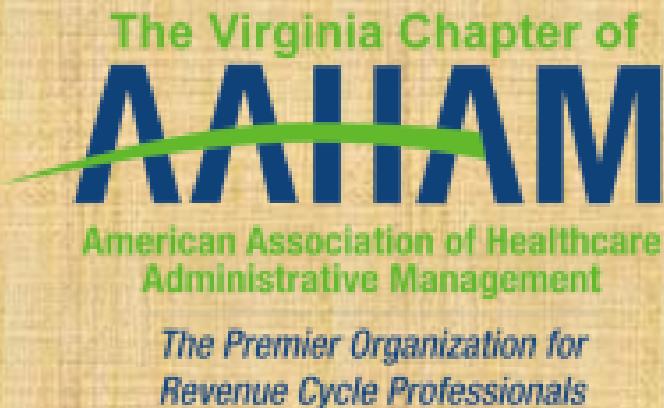
A Newsletter by and for the members of the Virginia Chapter of AAHAM

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

Amy Beech– abeech@augustahealth.com

Sara Quick– squick@augustahealth.com

Logan Rexrode– lrexrode@augustahealth.com



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 broad constituency of healthcare professionals.

