

In & About

The Official Newsletter of the Massachusetts Association of Patient Account Management, an Affiliate of AAHAM



June 2023

IN THIS ISSUE

- **President's Message**
- **What is AI?**
- **New Faces in New Places**
- **Comic Corner**
- **Member Appreciation Meeting**
- **Upcoming Calendar**
- **Board of Directors**
- **2023 Sponsors**

Not a member? Join Today!

Become a Sponsor Today!

Check Out Our 2023 Sponsors Found in the Newsletter!

President's Message

Hello MAPAM Friends,

Beautiful weather has arrived, the public health emergency has ended, and while all is not quite back to normal, MAPAM is back in business. On May 25th we had a capacity crowd at our annual All Payers Meeting in Devens, MA. We had representatives from eight different payers provide pertinent updates, answer questions, share contact information, and raffle off some nice prizes. Seeing so many faces in person was such a welcome sight and people seemed energized to be back together. We are continuing right along on June 22nd when we will host our annual Member Appreciation Meeting at the New England Botanic Garden in Boylston, MA. In addition to a panel of industry experts speaking about important revenue cycle topics we will also have a motivational speaker, garden tour, food, and networking. Later in the year we are thrilled to be heading back to the Cape for our Fall Conference at the Red Jacket Beach Resort for the first time since 2019. This is sure to be a spectacular event. We will have two days of quality education, networking, and fun.

All of this is happening right here in Massachusetts at the local level. Nationally, big things continue to come from AAHAM. I recently had the privilege of representing our Massachusetts chapter for Legislative Day in Washington DC. AAHAM coordinated meetings with staff of legislators in the house and the senate to promote key issues such as expanding access to mental health care and fixing the burdensome prior authorization process. It was an amazing opportunity and one of the many benefits of being a part of the national AAHAM organization. I would strongly encourage anyone who is interested to join us next year. Later in the year I will once again be representing MA at the ANI in Hollywood. If you can swing it, it would be great to see you out there!

It has been a phenomenal year so far, and there is so much more to come. We hope to see everyone join us at the rest of the events we have planned throughout the year. Wishing you all the best as we approach summer.

Jon Menard

MAPAM President

What Is AI, and How Can It Benefit the Healthcare Revenue Cycle?

By Tami Montroy, MS, RHIA, CCS and Glenda Rakes, MHIM, RHIA, CHPS

Once upon a time, artificial intelligence (AI) was a thing of science fiction. Talking cars that navigate themselves and robot assistants that deliver our needs before we realize we need them were fanciful creations of Hollywood minds. Thirty years later, AI is commonplace and growing more and more pervasive. We use AI in our everyday lives, sometimes without even knowing it. In a recent Pega survey, 33 percent of respondents initially thought they used AI technology. However, when further probed, 77 percent of respondents actually use AI-powered services and/or devices.

From automated vacuum cleaners to self-driving cars and even manufacturing robots, AI technology is being implemented to enhance the timeliness, accuracy, and effectiveness of our human efforts—and it is here to stay.

But what is AI exactly, and how does it affect us in health information management (HIM) and the revenue cycle? Merriam-Webster defines AI as “the capability of a machine to imitate intelligent human behavior.” IBM breaks down the definition even further by explaining “artificial intelligence leverages computers and machines to mimic the problem-solving and decision-making capabilities of the human mind.”

Studies show that while people are eager and optimistic about the benefits of AI, they are also often confused and uncertain about how it is used today. There are several examples of AI in many of our daily routines. Some examples of AI-enabled technology are the Roomba vacuum cleaner, smartphones with speech recognition in talk-to-text, autonomous driving vehicles, and other vehicle safety features such as self-parking and driving assistance lane departure warnings. Home assistant devices such as Google Assistant and Amazon Alexa also use AI technology to play music, order products and services, make phone calls, activate or deactivate other devices, and many other tasks—and the list is growing. While all of that is great, it still may leave some scratching their heads, saying, “But what is AI really, and how can it help HIM?”

According to a research study conducted by Change Healthcare, two-thirds of healthcare facilities and health systems are using AI to assist their revenue cycle. Of those, 72 percent of respondents are using AI applications for eligibility/benefits verification and 64 percent for payment estimations (likely due to the No Surprises Act). But AI plays a bigger role in revenue cycle management (RCM) than just these areas. From the 2022 State of Revenue Integrity survey published by the National Association of Healthcare Revenue Integrity (NAHRI), other areas with AI-enabled products and functions for RCM include charge description master (CDM) maintenance, charge capture, denials management, payer contract management, physician credentialing, and claim auditing, just to name a few. AI can help predict claim denials by analyzing past denial trends and alerting HIM professionals of the potential denial in advance of billing. This affords the opportunity to review and correct claims pre-bill. Using AI to create dashboards to track denials by type or payer can provide insight to help reduce recurring denials and improve workflows

and education as needed. Self-pay patients can benefit from AI by integrating financial assistance technology that checks for any financial aid the patient might qualify for, as well as being used in price transparency.

Provider documentation can also benefit from the use of AI with not only speech recognition to dictate directly into their notes but also with integration into formatting documentation and placing specific dictation into specific areas of their notes. Having AI integrated with provider documentation reduces queries from coding professionals, which speeds up claims submissions and helps to keep account receivable (AR) days within benchmark standards.

Charge capture can be automated with rule-based technology and natural language processing (NLP, a branch of AI) to ensure documented charges are not overlooked prior to claim submission. AI-enabled technologies are also used to establish specific criteria to support a smoother initial claims submission process by establishing various bill hold days to allow providers time to document, device, and supply charge capture to occur, and coding personnel time to ensure documentation queries and record completeness are achieved for cases/accounts prior to claims submission.

Computer-assisted coding (CAC) uses NLP to highlight specific terms within documentation then apply an appropriate ICD-10-CM diagnosis, procedure codes, and CPT codes. In 2013, the Cleveland Clinic reported a 22 percent reduction in the time coding professionals spent coding accounts when they implemented a CAC program. Having the majority of codes already attached to accounts allowed coding professionals to review for accuracy instead of having to manually enter codes themselves or have providers entering them. Some AI-enabled technologies are also used for completely autonomous coding, eliminating the coding effort completely.

AI-enabled technologies can help improve quality and efficiencies where, without it, there would be a need for more people resources that healthcare is already hard pressed to find. Over the last few years, our industry has been faced with challenges recruiting and retaining skilled healthcare personnel. In the health information management profession, associate degree programs have been shuttering steadily across the nation over the past 10 years. We currently have all-time lows in unemployment in our country. In 2018, the US had an unemployment rate of 3.8 percent and currently has a rate of 3.5 percent. We are also facing a steady decline in the US birthrate. A study conducted by the University of Southern California concluded that the “imbalance between children and retirees is growing such that the economic burden on a child born in 2015 will be nearly twice that of a child born in 1985.”

To put it plainly, the rate of births in the US is not substantial enough to replenish our current workforce and had been on a consistent annual decline since 2007. And this isn't just a concern in the US; this is also a trend globally. The global birthrate is expected to fall below replacement level sometime between 2050 and 2100. One solution to this is to develop and adopt more AI technologies to fill the gap in our labor needs. The concern that computers will take over our jobs can cause fear. The solutions are here today to support us, not replace us, and that will be the continued trend if we take the lead and embrace the evolution in our field.

As an industry, we need to educate ourselves and our healthcare colleagues on the definition, benefits, and use cases for AI. We need to ensure staff comfort with the emerging technology and reinforce that it is not a replacement to our knowledge, skill set, and expertise but to succeed in our ever-changing environment of HIM.

New Faces in New Places

Please join us in welcoming MAPAM's newest members. We are so excited to have you with us!

Kristofer Munroe
Argenta Advisors, Inc

Catrina Huyghe
Marcam Associates

Michael John Good
The CCS Companies

Danielle Roy
Southcoast Health

Stephanie Jo Crocker
Henry Heywood Hospital

Paula Lilley
Westborough Behavioral Healthcare Hospital

Kimberly Roberts
RevSpring

Cristina Fialho

Isabelle Matwe
Community Rehab Care

MAPAM's Comic Corner



Member Appreciation Meeting

Date: Thursday, June 22, 2023
Time: 9:00am – 3:00pm
Location: New England Botanic Garden at Tower Hill in the Limonaia
 11 French Dr, Boylston, MA 01505
Topics: Panel Discussion: Denials, Automation, Staffing Challenges, and AI
 Leadership & Motivational Keynote Speaker

Register here for the Annual
 Member Appreciation
 Meeting!
<https://mapam.org/meetinginfo.php>

9:00 – 9:45	Registration & Breakfast
9:45 – 10:00AM	Welcome & Introductions Jon Menard, President
10:00 – 11:30AM	Panel Discussion: • Denials, Automation, Staffing Challenges, and AI
11:30 – 12:00PM	AAHAM Certification Program
12:00 – 1:00PM	Lunch
1:00 – 2:00PM	Leadership Keynote Speaker Dr. Mitra Dr. Mitra is a member of the National Speaker's Association (NSA) and NSA New England. He regularly delivers motivational speeches within the US around the world. As a public speaker, Dr. Mitra is profoundly passionate to motivate and inspire his audience; he speaks on successful entrepreneurship, good leadership and the true essence of success focusing on finding purpose in life. He firmly believes that if entrepreneurs and business owners enjoy success in a community, they owe a debt to the people of that community. In this way, he trusts that people can help bring harmony and balance to their world.
2:00 – 2:45PM	Raffles & Networking Stop & Smell the Roses (Tour the Gardens)
2:45 – 3:00PM	Wrap Up & Closing Remarks Jon Menard, President



Upcoming 2023 Calendar

Date	Meeting	Location
June 22, 2023	Member Appreciation Meeting	New England Botanic Garden Boylston, MA
October 10-12, 2023	AAHAM ANI (Annual National Institute)	Loews Hollywood Hotel Los Angeles, CA
October 23-24, 2023	Annual Fall Conference	Red Jacket Beach Resort Yarmouth, MA
December 14, 2023	Government Payers Meeting	Webinar

Please note: These dates are subject to change.

MAPAM's Board of Directors

President

Jon Menard
Integrated Revenue Integrity
jmenard@integratedri.com

Past President

Sandra Magaw
Integrated Revenue Integrity
smagaw@integratedri.com

Vice President

Makayla Hussey
Marcam Associates
mhussey@marcamassociates.com

Treasurer

Tim Hall
Balance Healthcare Receivables
thall@bhrlc.com

Secretary

Stephanie Clark
Vizient, Inc.
stephanie.clark@vizientinc.com

Sponsorship Chair

John Giunta
Partners Healthcare
jgiunta@partners.com

Sponsorship

Tanya Thorpe
Tufts Medical Center
tanya.thorpe@tuftsmedicine.org

Membership Chair

Louise Tokman
Prospect Medical
louise.tokman@prospectmedical.com

Membership, Newsletter & Social Media

Jennifer Bernatchez
Baystate Health
jennifer.bernatchez@baystatehealth.org

Certification

Chris Healy
Beth Israel Deaconess Medical Center
chealy@bidplymouth.org

Webmaster

Patrick McDonough
The CCS Companies
pmcdonough@ccusa.com

In&About

June 2023



On behalf of everyone at MAPAM I would like to express our sincere gratitude for our 2023 sponsors!

