

In & About

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



June 2024

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President's Message

Dear MAPAM Members,

I hope you are enjoying the warm, sunny days of summer! I wanted to take a moment to thank each and every one of you for your continued dedication and support of our organization. Your commitment to revenue cycle excellence is truly appreciated.

We are excited to share some important upcoming events that I hope you'll all be able to attend.

National AAHAM Certification Summer Series

Don't forget to take advantage of the National AAHAM Certification Summer Series, a wonderful opportunity to advance your professional development during these long, leisurely summer days. The series covers a range of certification exams starting in July. We encourage all of our members to consider participating in and making the most of this free webinar provided by National.

Member Appreciation Day - August 21st

As the summer draws to a close, please join us on August 21st as we celebrate our members with a special Member Appreciation Day event. We have a fun-filled day planned, including networking opportunities, educational sessions, and a special cruise around the lake.

MAPAM Annual Conference - October 21st

Make sure to mark your calendars for our Annual Conference on October 21st. This year's event promises to be our best yet, with renowned speakers, and ample time to connect with colleagues from across the state. You won't want to miss this gathering!

National AAHAM ANI - November 12-14

The National AAHAM Annual National Institute (ANI) conference will be held from November 12-14, 2024 in Fort Worth, Texas. This premier event is a must-attend for healthcare revenue cycle professionals, offering invaluable networking opportunities, educational sessions, and insights into the latest industry trends and best practices. I strongly encourage you to mark your calendars and plan to join me in Fort Worth for this impactful conference!

Holiday Meeting - December 12th

To close out the year, we'll be hosting our annual Holiday Meeting on December 12th. This is always a wonderful opportunity to celebrate the season with your MAPAM family. We'll have a festive luncheon, networking, education, and a chance to reflect on the past year's achievements.

I also want to take a moment to thank our dedicated Board of Directors for their countless hours of volunteer service, even during the busy summer season. Their leadership and vision are invaluable to our organization. If you're interested in joining the Board, please reach out - we're always looking for passionate individuals to get involved.

We look forward to seeing you all at these upcoming events. Together, we'll continue raising the standard of excellence in the healthcare revenue cycle profession, driving meaningful progress and positive change across our industry.

Sincerely,
Makayla Hussey
MAPAM President

Unlocking the Power of Data: How Medical Groups Can Optimize Revenue Cycle Performance Becker's Healthcare By: David Reck

The difference between a top-performing medical group and an average or even struggling one will likely come down to actionable insights based on data this year.

In its latest Better Performers data report, the Medical Group Management Association (MGMA) noted that top-performing medical groups reach their goals because they "transform data into action." The Better Performers collect as much as 8% more revenue in the first 30 days, reduce their A/R over 120 by up to 7%, and earn nearly \$100,000 more in medical revenue per physician.

Everyone is catching onto the idea that actionable insights based on data are the key to stronger business performance. Indeed, the number of organizations across all industries that consider themselves "data-driven" has doubled in the last year.

What does it really mean to be a data-driven organization in healthcare revenue cycle management? How does an organization transform a firehose of data into actionable insights that improve processes, reduce waste, and increase revenue?

The Data & Analytics team at Ventra Health has been laser-focused on answering those questions for our facility-based physician clients. We believe that a best-in-class data and analytics strategy is built on the following principles.

Data Governance is the Foundation for a Data-Driven Migration

Aggregating revenue cycle data across internal systems, external client platforms, and even public sources offers a holistic view of financial performance. Acquiring data from this number of disparate sources can be a major headache in and of itself. Ensuring data accuracy and consistency is an additional hurdle, and it requires a robust data governance program.

By implementing a centralized data strategy, Ventra Health has aggregated typical revenue cycle data (demographic, insurance, medical coding, etc.) with provider behavior, payer denial tendencies, and reimbursement timelines. This creates a single source of truth as a starting point. However, data quality remains crucial. Implementing data governance processes, such as data cleansing, standardization, and validation, ensures consistency and minimizes errors. Additionally, applying access controls and audit trails protects sensitive patient information to comply with HIPAA regulations.

Powerful analytics platforms leverage data to identify trends, optimize revenue cycle processes, and improve financial forecasting. Ultimately, providers must ensure that their analytics are based on clean, accurate data.

Real-Time Transparency

Medical groups want to be able to access their own data—at any time. In-the-moment analytics are extremely impactful, providing opportunities to evaluate RCM metrics and to make billing practice adjustments to improve performance. This is particularly true for clinical billing documentation, where retroactive reports may be too far removed from care delivery for physicians to fully engage. Real-time visibility closes the gap, helping teams identify physician education opportunities to demonstrate where documentation changes can improve reimbursement.

This data can also provide transparency into how medical groups are performing against peers in the same specialty, geographic region, or practice size. When identified and aggregated, this data delivers targeted insights that are valuable additions to industry-standard benchmarks such as MGMA and HFMA.

Predictive Modeling

We can use historical data to tell a story about the future. Leveraging machine learning technology, models can predict overall collections as claims mature through the billing process. Drawing on revenue cycle subject matter expertise and large volumes of data, data scientists are able to identify key levers that drive collections and put projected collections directly into the hands of providers. The next step for us will be to incorporate the ability to perform what-if analysis—for example, if additional provider training resulted in a change to acuity, how would that impact future collections?

Automation Strategy

Medical groups that leverage artificial intelligence can develop autonomous coding solutions that reduce the burden of manual data entry, as well as build predictive models to root out and prevent claim denials. In

circumstances where electronic interfaces are not possible, we can integrate with generative AI models that better support a variety of paper forms. Robotic process automation (RPA) can improve processes where we do not control the end product, such as integration with a payer portal for claim statuses or an EHR for supporting provider documentation.

Targeted Innovation

Data-driven organizations look at all technology and innovation with an eye toward data. Retro-fitted analytics platforms are never as seamless as solutions designed from the ground up for data functionality. Medical groups and their RCM partners should be focused on improving data quality in order to improve accuracy in billing processes, accelerate cash velocity, and increase yield. This year, Ventra Health is launching a solution designed to quickly and easily digitize paper charts and improve providers' experience with the billing process. We created a smartphone-based chart-capture solution that will limit data entry requirements and improve real-time access to chart information all while leaving zero PHI information on the end-user's device. This solution was developed completely from the providers' perspective and will allow medical groups to increase productivity for physicians and reduce days to bill – ultimately contributing to improved cash velocity. As with all our solutions, we will continually use the latest technologies (e.g. natural language processing, artificial intelligence) to find ways to improve processes and efficiencies.

Expert Engagement

Even the most advanced data technology requires human insight. To fill this need we have created a new team of data scientists solely focused on monitoring client progress, mining the data, and identifying issues that can be resolved immediately to improve reimbursement. Our Performance Surveillance Team is building automated alerts based on key lead indicators, applying their data analysis skills to provide root cause support for our operations team. This team facilitates a highly proactive approach to identifying trends and issues that can be mitigated, in many cases, before they have any immediate impact on performance.

In fact, partnership should be at the heart of any data strategy. It improves data quality, creates transparency, and ensures that models are built collaboratively to deliver on the right goals. With a strong connection between data and expertise, medical groups are poised to “transform data into action.”

To become a top-performing medical group, it is not enough to collect data and generate reports. Data must be transformed into action through a comprehensive strategy that includes real-time transparency, targeted innovation, and expert engagement. Ventra Health offers an innovative data and analytics solution that empowers facility-based physicians to optimize their revenue cycle performance, improve their provider documentation, and increase their cash velocity. We also work hand-in-hand with our physician strategic advisors to ensure the analytics align with clinical practice. By partnering with Ventra Health, medical groups can leverage the power of data and deep industry expertise to achieve their financial goals and deliver outstanding care to their patients and communities.

New Faces in New Places

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

Rebecca Dayton
Cape Cod Healthcare

LaShonda Rogers
Elevance Health

Jennifer Harles
Vinfen

Sonia Raposo
Franciscan Children's

MAPAM's Comic Corner



Member Appreciation Meeting

Member Appreciation Meeting Agenda

Date: Wednesday, August 21, 2024
Time: 9:00am – 2:30pm
Location: Indian Ranch
 200 Gore Road, Webster, MA 01570

Topics: How to Educate Staff to Educate Providers so they Listen!
 Improving Decision Making in Uncertain Times
 Clinically Driven Revenue Cycle – Today versus the Future

Breakfast will be provided for all attendees
 Hors D’oeuvres will be provided on the Indian Princess

9:00am - 9:30am	Registration Opens & Breakfast
9:30am – 9:35am	Welcome & Introductions Makayla Hussey – MAPAM President
9:35am – 10:35am	Topic: How to Educate Staff to Educate Providers so they Listen! Effective Communication Strategies Susan Carbone, MBA, CPC, CPMA, CRC, Educator
10:35am – 11:00am	Break & Networking Raffles & Prizes
11:00am – 12:00pm	Topic: Improving Decision Making in Uncertain Times - Improving Capacity for Managing through Change; Learn Frameworks, Practices and for Making Decisions with Greater Confidence and Clarity Jenny Davies Coaching Strategies, LLC, Founder/CEO
12:00pm – 1:00pm	Topic: Clinically Driven Revenue Cycle – Today versus the Future Denny Roberge, Principle, BerryDunn
1:00pm – 2:30pm	Riverboat Cruise Join us aboard the Indian Princess as we cruise around Webster Lake and enjoy each other’s company!

This meeting is being offered at \$50.00 for MAPAM Provider Members, \$100.00 for Business Partner Members or Sponsors, and \$150 for Non-Members or Non-Sponsors. To sign up, please visit:
<https://mapam.org/meetinginfo.php>

Certification Updates from National AAHAM

Scheduling an exam through Proctor U:

If a test-taker needs to schedule an exam through Proctor U, staff will send them a link from Proctor U after they have registered for the exam.

Directions for recertification:

Recertification is a final step in attesting that all CEUs for your current certification cycle have been received. This is only to be completed once you have met the minimum number of CEUs required for your certification. Minimum for each of the following 40 CEUs for CRCE; 30 CEUs for CRCP, CRIP CRCS, 20 CEUs for CCT. Please note that the recertification attestation form cannot be submitted until you are within 6 months of your expiration date.

To submit for recertification, please follow the following 3 easy steps:

1. Submit your CEUs and verify that you have the required amount for your particular certification.
2. Review the eligibility criteria and ensure that you are eligible for recertification.
3. Submit your recertification attestation form to the National Office at <https://aaham.org/page/recertificationform>.

Helpful Links:

- Recertification Requirements Chart: <https://aaham.org/page/Certification>
- How to submit CEUs (video)
- How to submit CEUs (step-by-step guide)
- How to view your certification expiration date (video)
- How to complete and submit your recertification form (video)

Rescheduling Exams:

Only one rescheduled exam is permitted, and this is reserved for extenuating circumstances only. Cancelling or rescheduling after a test-taker has already rescheduled once will cause them to forfeit their exam fee, and they will need to reapply through AAHAM, which will incur a new full application fee.

Rescheduling for the CRCE must be approved by the Executive Committee.

If a test-taker needs to reschedule through Proctor U, they will need to contact National Staff for a link. They will not be able to schedule or reschedule without a link sent from staff. They can email cpoole@aaham.org or call (703)281-4043 ext. 3.

Talking Cert with Cindi – June 4th – 3:00 – 4:00 PM ET

Reminder - Cindi will be hosting a certification zoom each month, so that she can share her screen and help anyone who has questions regarding certification or recertification. Registration is not required. Just drop by and ask any questions you may have. Here is the link:

<https://ahint.zoom.us/j/83749991840?pwd=NE85VFNHTEU3U0RvYjdTV1N6M2Z5UT09>

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This call will be held monthly on the first Tuesday of the month.

Summer of Certification:

July 2024 – All webinars are 1:30 – 2:30 PM ET

- 11th – CRCE – Pt. Access
- 17th – CRCS – Pt. Access
- 18th – CRCE – Billing
- 24th – CRCS – Billing
- 25th – CRCE – Credit & Collections
- 31st – CRCS – Credit & Collections

August 2024 – All Webinars are 1:30 – 2:30 PM ET unless otherwise noted

- 1st – CRCE – Revenue Cycle Management
- 7th – CRCP – Patient Access (12:00 – 1:00 PM ET)
- 7th – CCT – Full Review
- 8th – CRCP – Billing
- 14th – CRCP – Credit & Collections (12:00 – 1:00 PM ET)
- 15th – CRCP – Revenue Cycle (12:00 – 1:00 PM ET)
- 20th – CRIP – Full Review

MAPAM's Board of Directors

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On behalf of everyone at MAPAM I would like to express our sincere gratitude for our 2024 sponsors!

