

# In & About

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



September 2023

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## President's Message

Hello MAPAM Friends,

As we turn the page to autumn in New England, I hope that everyone had a wonderful summer. In the midst of vacations, cookouts, and all of the other joys of summer, the MAPAM board has continued to work hard to bring value to our members. Our Member Appreciation meeting in June was held at the beautiful New England Botanic Garden. In addition to the stunning location, we enjoyed one of the best panel discussions in recent memory (who knew that talking about denials was so enthralling!), as well as an inspirational message from a local philanthropist that had audience members in tears.

We had quite the obstacle present itself later in the summer, when the venue for our Annual Fall Conference unexpectedly decided that they must close for renovations. I am incredibly grateful for the hard work and determination of our board members, who raced to secure a new venue and rebuild the fall conference at the last minute. Somehow, they pulled it off, and I am so excited for this year's conference at The Barn at Wight Farm in historic Sturbridge, MA. With the slate of speakers, food, networking, prizes, and fun, this is going to be a phenomenal event. I hope to see you all there!

Just before the fall conference, we will be representing Massachusetts at the national level at the ANI in Hollywood, CA. If you've never been to the ANI before, you should definitely consider attending! Hundreds of healthcare revenue cycle professionals from across the country gather for an event loaded with timely presentations on important topics. We will wrap up 2023 with our always-popular Government Payer meeting in December. This will be a virtual meeting with representation from key government payers including CMS, NGS, MassHealth, HSN, and the MA Health Connector.

I look forward to seeing everyone at our upcoming events. Don't forget, now is a good time to renew your membership for 2024. We are already planning ahead for another year of great content. See you soon!

Jon Menard  
MAPAM President

## Revenue Cycle Leaders Spend the Most Time on Denials Management By: Victoria Bailey

**Over 75 percent of revenue cycle leaders said denials management—a costly process that can adversely impact patient experience—was the most time-consuming task for their organization.**

April 20, 2023 - Denials management and prior authorization are the most time-consuming revenue cycle management tasks for healthcare financial leaders, a survey commissioned by the healthcare operations company AKASA found.

The survey was conducted through the Healthcare Financial Management Association's (HFMA) Pulse Survey program between July 8, 2022, and August 2, 2022. The data reflects responses from 556 chief financial officers and revenue cycle leaders at hospitals and health systems across the country. Respondents were asked about the most time-consuming revenue cycle tasks for their organization. They could select up to five revenue cycle tasks from a list of 15.

Over three-quarters (76 percent) of respondents said denials management was their organization's most time-consuming task. In addition to taking up providers' time, denials management can be costly and adversely impact patient experience.

According to AKASA, addressing the root causes of denials can help health systems reduce denials and better manage them when they occur.

Denial rates have increased in recent years, impacting revenue performance and the quality and accessibility of patient care. While the majority of claim denials are typically avoidable and can be prevented by hospital staff, some denials arise from prior authorization issues that providers cannot help. Prior authorization alone creates its own set of problems for financial leaders, with 60 percent of respondents reporting that the process is a time-consuming revenue cycle task.

The American Medical Association (AMA) found that 88 percent of physicians described the burden of prior authorization as high or extremely high. Additionally, practices complete 45 prior authorizations per physician per week and dedicate almost two business days each week to the process. After denials management and prior authorization, insurance follow-up was the next most time-consuming task, with 58.6 percent of respondents choosing the process.

Around 26 percent of revenue cycle leaders said that eligibility and medical necessity checks, patient cost estimation and price transparency, and underpayments were time-consuming tasks. Respondents also mentioned coding (23.6 percent), credit balances (22.5 percent), claim edits (19.1 percent), and registration (16.6 percent) as lengthy tasks.

"These results emphasize that there is an immense opportunity for revenue cycle leaders to reduce the time their teams spend on manual tasks," Amy Raymond, vice president of revenue cycle operations at AKASA, said in the press release.

One path to achieving this goal is automation. A past survey commissioned by AKASA found that using automation for revenue cycle operations could lower health systems' cost-to-collect by 0.25 percent. Additionally, a report from the Council for Affordable Quality Healthcare, Inc. (CAQH) revealed that automating claims management processes could save healthcare providers nearly \$25 billion annually.

## New Faces in New Places

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

Jennifer Shields  
Bethel Medical Group, PC

Christy-Lynn White

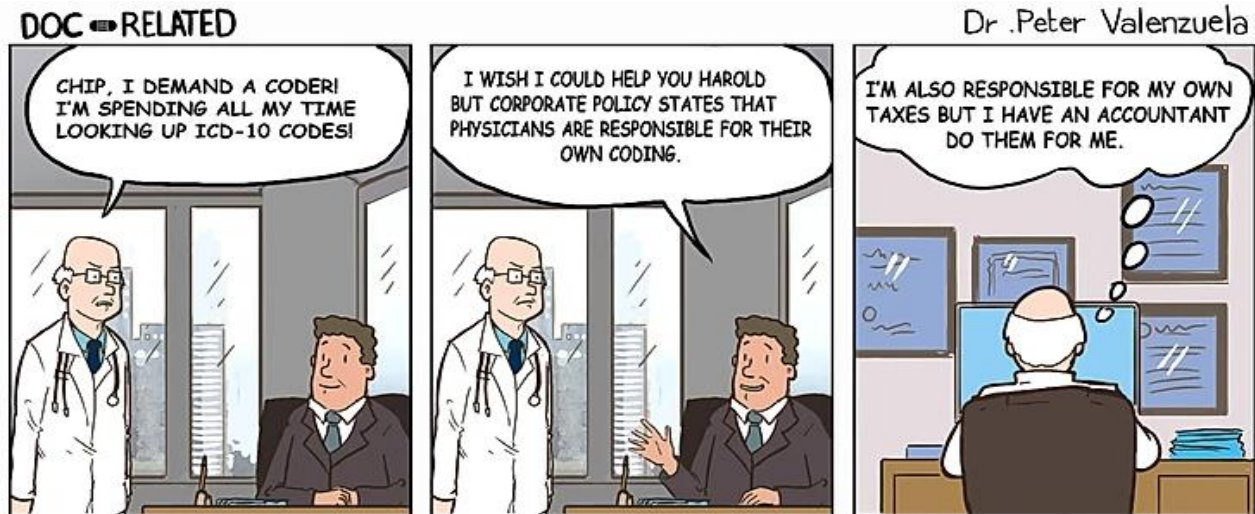
Ellen Gauvin  
Franciscan Hospital for Children

Owen Young Foley  
Penn Credit Corporation

Laura Molla  
TILL, Inc.

Evan Carper  
Cape Cod Healthcare

## MAPAM's Comic Corner



## Annual Fall Conference Agenda

**Date:** Monday, October 23, 2023  
**Time:** 8:00 am – 5:00 pm  
**Location:** The Barn at Wight Farm  
 420 Main St, Sturbridge, MA 01566



<b>Monday, October 23, 2023</b>	
8:00am-8:45am	<b>Registration/Breakfast</b>
8:45am-9:00am	<b>Presidents Welcome &amp; Updates</b> Jon Menard - MAPAM President
9:00am - 10:00am	<b>Combating a Cash Flow Crisis: Unique Ways to Find Lost Revenue for New England Providers</b> CloudMed
10:00am - 11:00am	<b>Leveraging Payer Behavior to Improve Clinical Denials and Appeals Management - A Technology-Led Strategy</b> Sagility Health
11:00am - 12:00pm	<b>Managing and Preventing Denials in a Clinically-Driven Revenue Cycle</b> Denny Roberge - BerryDunn
12:00pm - 1:00pm	<b>Lunch Break / Networking</b>
1:00pm - 2:00pm	<b>Optimizing the Patient Financial Experience</b> BDO
2:00pm - 3:00pm	<b>Revenue Cycle Analytics in 2023; Extracting Value Out of Your Expanding Data Universe</b> Deloitte
3:00pm - 5:00 pm	<b>Cocktail Reception &amp; Raffles</b>

## Upcoming 2023 Calendar

Date	Meeting	Location
October 10-12, 2023	AAHAM ANI (Annual National Institute)	Loews Hollywood Hotel Los Angeles, CA
October 23, 2023	Annual Fall Conference	The Barn at Wight Farm Sturbridge, MA
December 14, 2023	Government Payers Meeting	Webinar

Please note: These dates are subject to change.

## MAPAM's Board of Directors

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# In&About

September 2023



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

