

In & About

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



September 2024

IN THIS ISSUE

- **President's Message**
- **ASCs Turn to Direct-Pay Models to Bypass Payers**
- **Comic Corner**
- **Announcements**
- **Annual Fall Conference**
- **Board of Directors**
- **2024 Sponsors**

[Not a member? Join Today!](#)

[Become a Sponsor Today!](#)

Check Out Our 2024 Sponsors Found in the Newsletter!

President's Message

Dear MAPAM Members,

As we transition into the beautiful fall season, I hope you all are enjoying the vibrant colors and cooler temperatures that this time of year brings. It's a wonderful opportunity to reflect on our accomplishments and look ahead to the exciting events we have planned. I want to highlight some important upcoming gatherings that you won't want to miss:

Annual Fall Conference - October 21, 2024

Mark your calendars for our Annual Fall Conference, which will be held at The Barn at Wight Farm in Sturbridge, MA. This year's theme, "Cultivating Your Revenue Cycle; Harvesting Financial Success," promises to provide valuable insights and strategies to enhance your professional journey. Join us for a day filled with engaging presentations and networking opportunities.

National AAHAM ANI - November 12-14, 2024

Following our fall conference, we have the National AAHAM Annual National Institute (ANI) taking place in Fort Worth, TX. The theme this year is "Pioneering the Future of Revenue Cycle Excellence." This premier event is a fantastic opportunity to connect with industry leaders, gain insights into current trends, and further your professional development. I strongly encourage you to attend!

MAPAM Annual Holiday Meeting – December 12, 2024

We're excited to announce that MAPAM's annual Holiday Meeting will be held in person this year at the Beechwood Hotel in Worcester, MA. Join us for Government Payer Updates, our Annual Holiday Celebration, and an Ugly Sweater Contest! Lunch will be provided, and we are experimenting with a later conference time this year to encourage more participation. It's a perfect way to celebrate the season and connect with fellow members. As we embrace the fall, let's take this time to cultivate our connections and knowledge, ensuring we all continue to thrive in the revenue cycle profession.

I also want to express my gratitude to our dedicated Board of Directors for their hard work and commitment. Their leadership plays a crucial role in our organization's success, and we're always looking for passionate individuals to join us.

I look forward to seeing you at our upcoming events as we continue to advance our mission together. Let's make this season one of growth and success!

Sincerely,
Makayla Hussey
MAPAM President

ASCs Turn to Direct-Pay Models to Bypass Payers Becker's Healthcare By: Patsy Newitt

As physicians and ASCs face increasing obstacles in securing reimbursements from insurance companies, many are looking to direct-pay or cash models to cut out the need for payers.

Cash-pay service models at ASCs can vary — some provide cash-pay services at a discounted rate while others figure a percentage above Medicare rates.

In July, Manitowoc, Wis.-based Renovo Health opened the door to a new direct-pay ASC to offer affordable surgical care.

"We set ourselves apart through our excellent staff, as well as through our pricing structure," Dr. Johnston told WFRV. "Our direct-pay pricing structure allows us to pass on cost savings to employers and patients in a dramatic fashion."

For a decade, president of Scottsdale-based Arizona Institute for Sports Knees and Shoulders David Bailie, MD, has run a practice built on his own reputation with no ancillary revenue streams and limited insurance contracts.

He previously worked for a large group that was purchased by a hospital system, but after beginning his own practice he shed ties with large insurer contracts.

"Be fair and transparent — don't price gouge," he told Becker's. "If you've been in practice long enough, you know what you're getting paid from insurance, and you know what you think is fair. So for rotator tear costs, I have a small, medium, large and massive fee schedule. If I get into a medium-sized tear and I already charged the patient, and it's way worse, I don't change the [price]. That's my risk for not being able to figure that out ahead of time. I'm fair and transparent with everything. I turn a lot of people away from surgery who are willing to pay because I don't think they need it ... Over time, that reputation gets even stronger."

Other ASCs and physician practices are opting for direct-to-employer contracting, another model that offers the ability to eliminate the payer from the care process.

"I believe direct-to-provider contracting between employers and physician practices should be getting more attention as the cost of healthcare continues to rise," Nicholas Grosso, MD, an orthopedic surgeon at the

Centers for Advanced Orthopaedics in Bethesda, Md., told Becker's. "Employers are feeling this increase and have no choice but to pass costs down to employees."

MAPAM's Comic Corner



Announcements from National AAHAM

New Scoring for the CRCP, CRCS, and CRIP

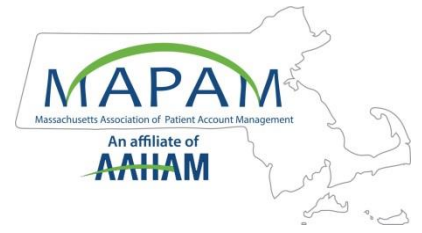
One of our main objectives for the certification program is to remove barriers that prevent people from becoming certified. Scoring of exams by sections has been identified as one of these barriers. Beginning September 1, 2024, AAHAM moved to scoring the CRCP, CRIP, and CRCS based on the total score as opposed to scoring them by section. The CRCE will still be scored by section.

Exam Development:

The certification committees have been hard at work updating all five of the exams, refreshing the exam items, removing questions that are no longer relevant to the revenue cycle, and ensuring that the language used is current.

In&About

September 2024



Rescheduling through Proctor U: Please remind test-takers that if they schedule with Proctor U for a different date than the date they submitted on their exam application, that they need to inform AAHAM staff or their exam will not be in the testing portal and they will be unable to test.

Don't Miss out on Important AAHAM communications

Follow Social Media Platforms:

Please make sure to follow AAHAM on all social media platforms. You can find our profiles at the following links: [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#)

Please make sure to follow AAHAM on social media and if the email that we have on record is your work email, please ask your IT department to "whitelist" all of the following email addresses:

- **Staff Emails**
 - o mboylstein@aaham.org
 - o gbaker@aaham.org
 - o akuback@aaham.org
 - o tlocantore@aaham.org
 - o tfield@aaham.org
 - o cpoole@aaham.org
- **General Info-box Emails (these are the emails that AAHAM sends eblast communications from)**
 - o Event@aaham.org
 - o certification@aaham.org
 - o info@aaham.org
 - o americanassociationofhealthcareadministrativemanagement.ccsend.com
 - o certification@americanassociationofhealthcareadministrativemanagement.ccsend.com
 - o cpoole@ahint.com
 - o event@americanassociationofhealthcareadministrativemanagement.ccsend.com
 - o info@americanassociationofhealthcareadministrativemanagement.ccsend.com
 - o membership@aaham.org
 - o membership@americanassociationofhealthcareadministrativemanagement.ccsend.com

Please note: All AAHAM ANI communications and other important information are being posted to the digest located here: <https://aaham.org/page/AAHAMDigest>

Moving from print to digital certificates for new certificants and recertification:

As of August 1st, all AAHAM certificants have the flexibility to print their certificates at their convenience.

Understanding the importance of these certificates, and to ensure you receive them more promptly, we have made it easier for you to download and print them anytime through BadgeCert (details to follow). Additionally, you will have the option to download and save a digital copy to present to your employer or Human Resources.

Webinar pricing update:

We are excited to announce some updates to our webinar program aimed at enhancing the value and breadth of our offerings. Starting September 1, 2024, we will be adjusting our pricing structure for webinars as follows:

In&About

September 2024



- Member pricing: \$145 (returning to pre-Covid rates)
- Non-member pricing: \$235

During the Covid-19 pandemic, we provided financial relief to support our community members. As we move past this challenging period, we are phasing out the COVID relief pricing to align with our standard rates.

Why the Change?

1. **Enhanced Quality:** This adjustment allows us to invest more in top-notch speakers, cutting-edge topics, and our Freestone platform. We aim to deliver a seamless and enriching experience for all attendees.
2. **More Value:** With revised pricing, we can expand our webinar topics and feature diverse experts, offering you comprehensive and up-to-date knowledge in your field.
3. **Exclusive Member Benefits:** Members will continue to enjoy discounted rates, reinforcing our commitment to providing exceptional value through membership.

Looking Ahead

We are enthusiastic about the future and the increased learning opportunities this change will bring. Your support and participation drive us to deliver valuable, impactful, and engaging webinars.

Please feel free to reach out if you have any questions or need further information. We are here to support your professional growth and development.

Talking Cert with Cindi October 1st and November 5th – 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. No CEUs are provided as this is merely an opportunity to ask questions.

Here is the link: <https://ahint.zoom.us/j/83749991840?pwd=NE85VFNHTEU3U0RvYjdTV1N6M2Z5UT09>

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

Annual Fall Conference Meeting Agenda

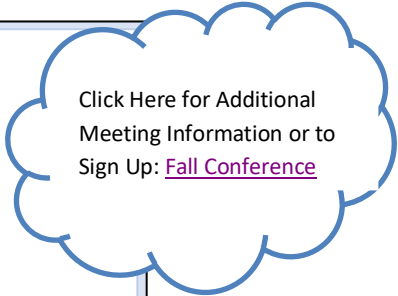
2024 MAPAM Annual Fall Conference

"Cultivating your revenue cycle; Harvesting financial success"

Date: Monday, October 21st, 2024
Time: 8:00am – 4:30pm
Location: The Barn at Wight Farm
 420 Main St, Sturbridge, MA 01566

Topics: Defeating Denials for good; Front end revenue cycle / patient access; effective strategies to manage a remote workforce; Accessing your revenue cycle to achieve continuous performance; Automation and Analytics, moving beyond RPA; AAHAM National Updates from the National President + more!!

Breakfast and Lunch will be provided for all attendees
 Hors D'oeuvres will be provided at the networking / cocktail hour event



8:00am – 8:55am	Registration Opens & Breakfast Breakfast Sponsored by: All States Medicaid
8:55am – 9:00am	Welcome & Introductions Makayla Hussey – MAPAM President
9:00am – 9:45am	Assessing Your Revenue Cycle to Achieve Continuous Improvement Leah Milano, Principle, Program Advisors
9:45am – 10:30am	Automation and Analytics: Moving beyond RPA Emily Anne Jacobstein, PwC, Revenue Cycle Managed Services, Director William Krause, Director Revenue Cycle Services
10:30am – 10:45am	Break / Networking
10:45am – 11:30pm	Effective strategies for managing a remote revenue cycle workforce John Freeman, President & COO at Revigate
11:30am – 12:00pm	Annual Awards Presentation Makayla Hussey, MAPAM President
12:00pm – 1:00pm	Lunch Break / Networking / Raffles Lunch Sponsored by: Hollis Cobb and Marcam Associates Raffles Sponsored by: iRi
1:00pm – 1:30pm	AAHAM National Updates Lisa Laudeman CRCE, AAHAM National President
1:30pm – 2:15pm	Defeating Denials for Good (in 3 Steps) Christine Fontaine, Growth Enablement Solution Strategist, Waystar
2:15pm – 3:00pm	Front-End Revenue Cycle, Stopping Groundhog Day Brittney Brinker, Manager Healthcare, BerryDunn
3:00pm – 4:30pm	Cocktail Reception / Networking / Appetizers Cocktail Reception Sponsored by: Besler, Elevate PFS, Knowtion Health, Medical Management & Reimbursement Specialists and Revecore

This meeting is being offered at \$125.00 for MAPAM Members and \$165.00 for Non-Members. To sign up, please visit: <https://mapam.org/meetinginfo.php>

MAPAM's Board of Directors

President

Makayla Hussey
Marcam Associates
mhussey@marcamassociates.com

Past President

Jon Menard
Integrated Revenue Integrity
jmenard@integratedri.com

Vice President

Tim Hall
Sherloq Solutions
timothy.hall@sherloqsolutions.com

Treasurer & Newsletter

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

Secretary & Social Media

Jennifer Bernatchez
Baystate Health
jennifer.bernatchez@baystatehealth.org

Sponsorship

John Giunta
Partners Healthcare
jgiunta@partners.com

Sponsorship

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

Audit & By-Laws

Sandra Magaw
Integrated Revenue Integrity
smagaw@integratedri.com

Membership

Louise Tokman
Prospect Medical
louise.tokman@cignahealthcare.com

Membership & Sponsorship

Tricia Stephen
Baystate Health
stephent@southcoast.org

Certification

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

Webmaster

Patrick McDonough
ProMedical, LLC
patrick.mcdonough1@verizon.net

In&About

September 2024



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

