

The Newsbreaker

HFMA Arkansas Chapter Newsletter, Winter 2019

Note from the Editor

Hello everyone! It 's hard to believe that we are already almost a month in to 2019. I know I am still writing 2018 on everything! We've got a packed schedule coming up, starting with the **MidSouth Institute** next week, **January 30-February 1**. The conference is back at the **GoldStrike Casino in Tunica** this year, so bring your good luck charms. No matter how the cards treat you, you are guaranteed to walk away with some great education you won't want to miss out on! **We need as many Arkansas members as possible to attend the event, so register today!**

Over the next few months, we've also got the Revenue Cycle Seminar, the CFO Meeting, a physician "road show," and, of course, the 2019 Spring Annual Conference at the Hotel Hot Springs. Make sure cvent.com is whitelisted in your email system so you don't miss out on any of these events!

Hope to see you soon!

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President's Welcome

Happy New Year! I think I say this every time, but time certainly does fly. We are over halfway through this fiscal year for HFMA, and these next few months will be busy.

We have a few things coming up that I think you will want to put on your calendar. Don't miss the MidSouth meeting in Tunica (Robinsonville) next week (January 30- February 1st). This meeting was moved from Memphis back to the casinos based on membership evaluations—you spoke, we listened. The education will be excellent, as will the networking opportunities. The annual Revenue Cycle meeting is scheduled for February 21st at the AHA building, and we have great topics and speakers lined up, including Ed Norwood, who is scheduled for the second half of the day. Ed always provides substantial insights and solutions to our everyday revenue cycle problems. Also, back by popular demand is our CFO meeting on February 22nd at the Robinson Conference Center. Join CFOs from across the state to discuss what is on the horizon. We also have an HFMA "road show" scheduled in March to introduce physician practices to the benefits of HFMA. Then, just like that, we have our annual conference. A lot of education coming your way—make sure you take advantage of the opportunities.

We have recently updated our social media accounts to better manage these accounts and have a larger presence in the digital world. You may see new invites to LinkedIn, a new AR HFMA Facebook account, and twitter account. We have not been hacked so go ahead and accept the invite, like and follow the new Facebook page, and do whatever you do with Twitter—I don't tweet ☺. You will also notice that our membership app is new and improved with updates, reminders for meetings and other pertinent information. If you don't have the app, get it today and be "in the know."

Lastly, a big shout out to all the volunteer leaders that make this Chapter great. Your efforts never go unnoticed and I appreciate all that you do.

Hope to see you in Tunica!

Tracye



Tracye Enis, 2018-2019 Chapter President



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Meet a New Member



Mollie Long is a financial analyst at Conway Regional Health System. Take a few minutes to get to know Mollie, and be sure to welcome her to HFMA the next time you see her at a meeting!

Q: Tell us a little bit about your family. A: My significant other, Jake, and I have the sweetest one year old little boy

that is the best of part of everyday. We also have 3 puppy dogs, 2 cats, a horse and chickens. It is our own mini farm. **Q: What are some of your hobbies?** A: I love crafting and decorating. HGTV was my favorite growing up, and Joanna Gaines is one of my idols. **Q: If you could travel anywhere in the world, where would you go?** A: I would love to travel through Western Europe and the Mediterranean. I spent 10 days in Italy during college, but it wasn't near enough. I would also love to see the 7 Wonders of the World. **Q: What has been the most interesting/surprising thing you have learned about working in healthcare finance?** A: I have been very surprised by how low the reimbursements are compared to charges. As a consumer, I would get a bill and think "they are rolling in it." When in fact, that is not the case. Coming from a public accounting manufacturing background, allowance accounts were never seen in the double digits. 60% and 70% allowances would be unimaginable. That aspect has been a major adjustment and surprise.



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Meet a Leader

Jenny Guthrie is the Revenue Cycle Director and Chief Compliance Officer for Drew Memorial Health System. She also serves as the Revenue Cycle Co-

Chair for our chapter. Take a minute to get to know Jenny! **Q: Tell us a little about your family.** A: I started dating my high school sweetheart, Brad, 18 years ago. We've been married 12 years now. Where does the time go?! Brad has served in the Arkansas National Guard for 18 years, 14 of those on active duty. He's served two tours in Iraq and is the fulltime Training NCO for Golf Company 39th BSB. We have two amazing kids, Tye 12 and Rhyse 8. Both are smart and have the biggest hearts. Tye is a natural athlete. We love spending our summers on the baseball field, falls on the football field, and winters on the basketball court watching him do what he does best. Rhyse is everything I never was and loves dance, gymnastics, cheerleading, and competing in pageants. Brad and I have a passion for wellness and helping others achieve their fitness goals. We own CrossFit 1210 in Pine Bluff and both are CrossFit Trainers, Brad a Level II and me a Level I. **Q: How did you get started in healthcare finance?** A: I grew up in Healthcare. My mother is an OR tech of 35 years. My dad has been a Director of Maintenance in hospitals for 20 plus years. I started out as a part time worker scanning medical records when I was a senior in high school and have performed every job in between to get where I am now. I worked full time in Medical Records throughout college, obtaining my Bachelors in Business Administration at UAM. I had my first director job at age 21. Still not knowing what I wanted to be when I grew up and only knowing healthcare/medical records, I continued my education and received my Associates in Medical Record Technology from UAMS in order to obtain my RHIT credential. I've always had an unexplainable drive and didn't want to stay idle, so I went on to obtain my MBA from Harding and took the leap to Revenue Cycle Director shortly after. Being able to serve as Compliance Officer is an added bonus. I love the experience and understanding of how all of it works together and have every desire to keep growing.



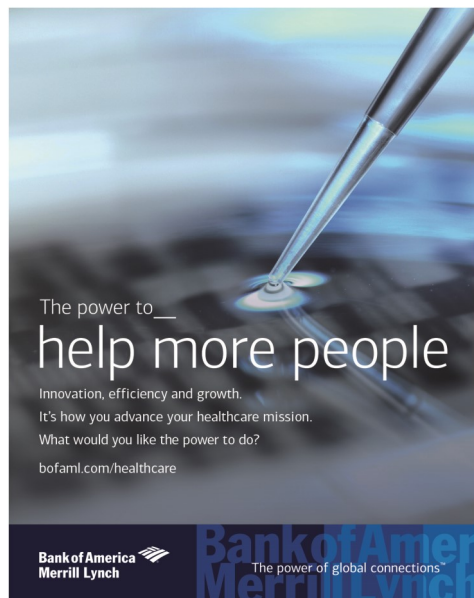
Q: What made you decide to get involved with HFMA? A: I joined HFMA at the recommendation of a colleague, looking to network and grow my knowledge. **Q: What are some of your hobbies?** A: Whether it be on the ballfield, coaching a CrossFit class, watching dance rehearsals, or family vacations on the beach, time with family and friends is what I treasure most. I'm always up to help a friend or someone in need. I love mentoring others and watching them grow. **Q: If you could have dinner with anyone, who would you choose?** A: My grandmother. She passed away when I was 22. She was so wise and had an unbelieve faith in the Lord. There have been many times since her passing I'd have given anything to talk with her again and have her advice.

Robyn Corley is the Accounting Manager at Ozark Health Medical Center in Clinton, where she has worked for 15 years. Take a minute to get to know Robyn!

Meet a Member

Q: Tell us a little about your family. A: I was born and raised in Louisiana as the youngest of 3 girls. We all wanted a change, so about 19 years ago my entire family moved to Arkansas and have absolutely loved it. However, I still have some of those Louisiana roots and still love LSU and the Saints! I have a wonderfully supportive husband and 3 children ages 24, 22 and 16. My oldest son is a recent graduate from UCA, my daughter is a flight attendant, and my youngest son is a sophomore in high school. They are the apple of my eye! **Q: What is your favorite thing about being a member of HFMA?** A: My favorite thing about HFMA are the resources and networking that it allows me to have. It has been invaluable in teaching me the ins and outs of healthcare and also has helped in making lifelong friends. **Q: What advice would you give someone getting started in healthcare finance?** A: Healthcare finance is unlike any other. It is really not something that you can learn from a book, it is more about real life experience. It is very challenging and rewarding at the same time. I learn something new every day and I would encourage someone that would like to take this career path to be open to change and willing to learn. **Q: What do you like to do in your free time?** A: My husband and I love to travel and try to fit in as much as possible. We generally take several trips a year to different parts of the country. We love being outdoors and one item on my bucket list is to make it to all of the National Parks. The waterfall picture is from one of my favorites, Yellowstone National Park. I also enjoy spending time with my family. We often congregate at my parents' house on Sunday's to catch up on the week's events. **Q: What would be your dream vacation?** A: My dream vacation would be going to the Maldives. Since we are such avid travelers, we often try to seek out the most beautiful spots and the Maldives is definitely one of them!





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Congratulations!

Check out the newest and cutest addition to our chapter! Congratulations to Randall and Della Reasbeck on the birth of their daughter, Helen Verena Reasbeck! Helen was born on January 2, 2019. She was 7 pounds, 11 ounces and 19.5 inches long.



Job Openings

As a benefit to our members, the Arkansas HFMA website posts current job openings from around the state and region. We hope you are checking it out frequently! Go to <http://www.arkansashfma.org/careers> to see what is currently posted—you could find an amazing opportunity to advance your career!

Spotlight on Service

Our chapter is so proud to share that this year's honoree at the Ronald McDonald House Charities of Arkansas's Chocolate Fantasy Ball is one of our own, Susan Miller! Susan has been a Ronald McDonald House Charities of Arkansas (RMHCA) board member since 2006 and has fulfilled many roles with the organization. RMHCA's mission is to provide a "home away from home" that serves and sustains families of children being treated at area hospitals and support community programs



that serve the needs of children. The organization serves more than 1,100 families annually through the Ronald McDonald House and the Ronald McDonald Care Mobile. Susan's dedication to this mission is an inspiration to us all, and this honor is definitely well-deserved. Check out the January issue of Inviting Arkansas to learn more about RMHCA and Susan's work with the organization, and be sure to congratulate Susan the next time you see her!

Innovation

While the Arkansas chapter is without a doubt one of the best HFMA chapters in the nation (ask anyone!), we have to constantly keep pushing ourselves if we want to stay that way. That's why this year we have rolled out a new innovation initiative to market ourselves to physician practices. We believe that this is a great untapped space that could help our chapter continue to grow and evolve with the industry. Planned events so far include a road show at Practice Plus in Little Rock on March 22 to introduce the physicians there to HFMA. We will also be rolling out a separate physician educational tract at our annual meeting in April. Please reach out to physicians you may work with to share these events with them! Also, if you have any thoughts on things our chapter could do to better serve the physician practice community, don't hesitate to reach out—we need your input. Thanks for your help in making our chapter the best it can be!



Telehealth: Beyond Traditional Healthcare

Telehealth services enhance the ability to provide quality, low-cost medical care to patients via communication avenues such as text messaging, face-to-face video and telephone.

According to the Employee Benefit Adviser, nearly “60% of employers with over 500 employees provide for coverage in their medical plans.” Telehealth is an instrumental piece in the advancement of health care services. According to a report by Grand View Research, Inc., “the market is expected to reach 2.8 billion by 2022.”

Governmental and commercial payors are increasingly allowing for coverage of this modernized delivery model. However, before providing telehealth services, it’s important to understand all payor guidelines and reimbursement, since they can differ between plans and requirements can vary from state to state.

The Centers for Medicare & Medicaid Services (CMS) expanded coverage and reimbursement (by Medicare Administrative Contractor (MAC))* in 2018 with the following code sets:

CPT/HCPCS	DESCRIPTION
G0506	Comprehensive Assessment &/or Care Planning for Patients Requiring Chronic Care Management
90785	Psychiatric Treatment –Interactive Complexity
96160 & 96161	Health Risk Assessment
90839 & 90840	Psychotherapy for Crisis
99091	Remote Patient Monitoring

** Contact your local MAC for the fee schedule.*

The American Medical Association (AMA), a strong advocate for and leader in telehealth, said in an immediate release on June 13, 2016, “The new AMA ethical guidance notes that while new technologies and new models of care will continue to emerge, physicians’ fundamental ethical responsibilities do not change.”

A strategic approach to keeping abreast on regulations and reimbursement is significant when adopting telehealth services, as providers and health care facilities must establish their own policies and procedures in addition to updating compliance plans. Careful attention to documentation, billing and coding policies is crucial to help keep an organization’s telehealth program effective and away from compliance issues. Thus, it’s imperative to pay specific attention to CMS guidelines such as the following:

- Qualifications of an “originating site”
- Providers considered eligible for reimbursement
- Appropriate devices for communication with the distant site
- Proper coding and documentation guidelines
- How to develop policies and procedures for services
- MAC’s fee schedule
- Ongoing changes and how they may affect the organization

Health care providers must be committed to providing quality and affordable patient care through cutting-edge technology, especially to those who may not have access.

BKD’s Health Care Performance Advisory Services team has the expertise to help facilitate enhancements of your revenue cycle through telehealth services. Contact your trusted BKD advisor if you have questions.

Susan Miller, Partner

Tracy Young, Partner

Derek Pierce, Partner

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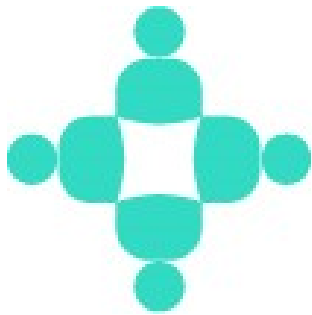




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