



Mountain Talk

President's Message

HFMA Community –

Thank you for taking the time out of your day to engage with our Chapter. Our virtual Fall Conference is coming up very shortly and I really hope that every one of you make it a priority to attend, and just as importantly to give us feedback on what went well and what didn't. I'm sure there will be small hiccups here and there, as we are all learning by trial and error how to change the way we have historically delivered education. The important thing is that the healthcare finance leaders in our state remain engaged through this time of virtual delivery so that we pick up where we left off when this pandemic subsides. So please – register, attend the sessions, and give us your feedback on what did and didn't go well.

It is also important to recognize the role our annual business partners are playing this year. Now more than ever, their partnership is the critical foundation to our ability to continue providing educational and networking events in this great chapter. Please take time to engage with them during the upcoming conference. They have gone out of

their way to support us in this unprecedented year, and it is something I am very thankful for.

Finally, I hope to see you all at the Fall Conference. However, as my wife and I await the arrival of our first born, there is a chance I will not be in attendance. I appreciate the support of everyone around me making sure that the conference continues on in my potential absence. I am pumped for the little guy to get here and can't wait to share pictures with all of you. Hope to see everyone soon!

Kyle



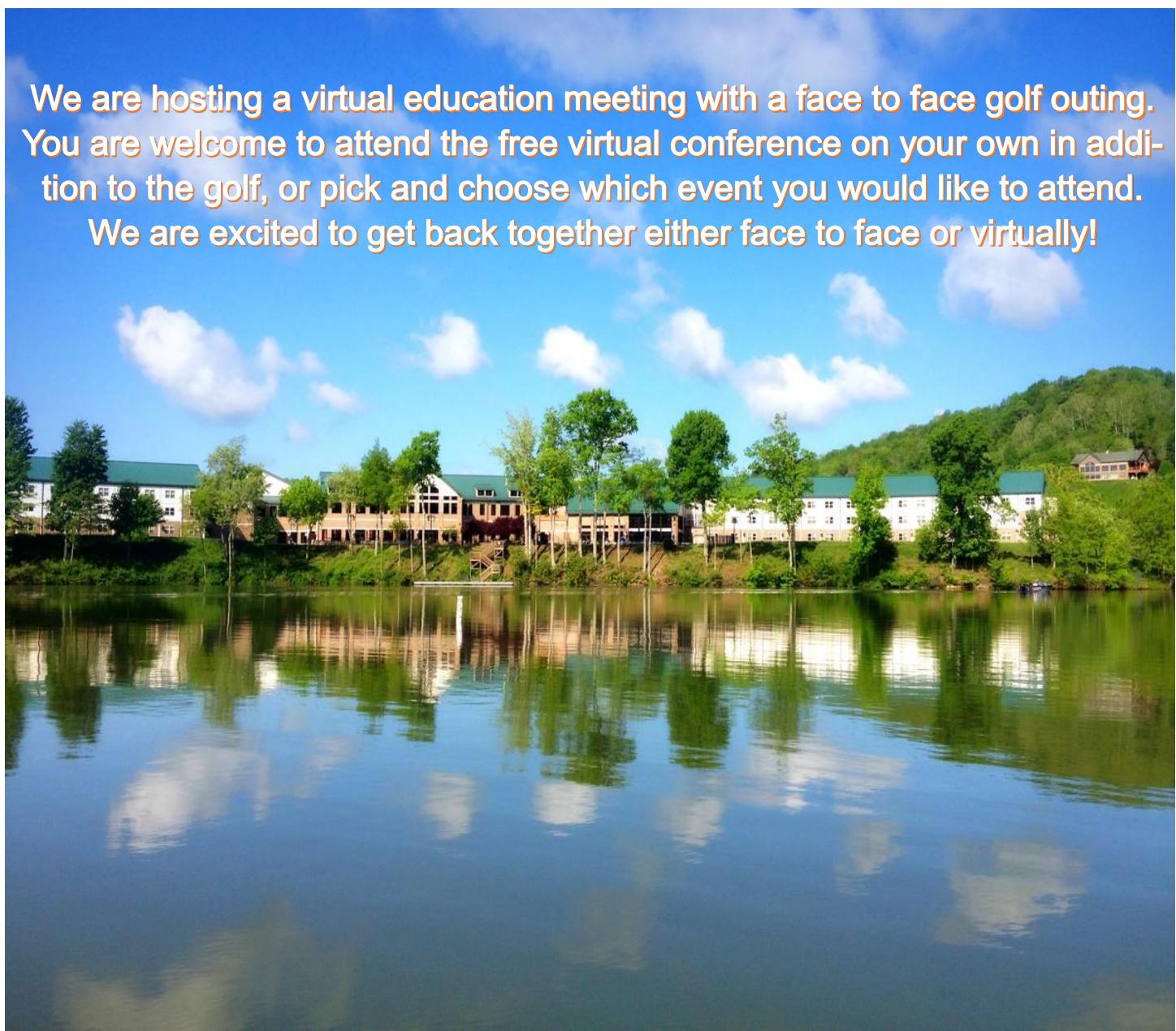
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Fall Virtual Conference & Golf Outing



When:

October 21-23, 2020

Wednesday October 21—In Person Golf Outing

Stonewall Resort 940 Resort Drive Roanoke, WV

Thursday October 22 & Friday October 23—Virtual Conference on your own



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WV HFMA 2020 Fall Virtual Conference

Topics & Speakers

Thursday, October 22, 2020

Michael Friedberg—Parallon

Effective Work From Home Strategies

Angela Horn—DCM Services

Point to Where it Hurts—Missing Your Daily Dose of Specialty Rev Cycle?

Jase DuRard—AccuReg

Strategies for Delivering Price Transparency That Matters

Jonathan Wilk—TransUnion Healthcare

Price Transparency

Kate Page—CAMC

ACO Quality Requirements, Advantages, and Payment Shifts

Casey Williams—RevSpring

Bridging the Gaps to Create a Financial Experience Patients Want

Friday, October 23, 2020

Jeremiah Samples—WV Department of Health and Human Resources

West Virginia Department of Health and Human Resources Update

Charles Canaan—Palmetto GBA

Prior Authorization for Certain Hospital Outpatient Department (OPD) Services Education

Beth Mellinger—PNC

Outsourcing of Payments and Invoice Automation

Carol Haugen—WV Hospital Association

West Virginia Hospital Association Legislative and Policy Update

Ted Cuppett—The Health Group, LLC

Hospice Medicare rules and How to Determine and Bill Related vs. Unrelated

Dr. Karen Fitzpatrick—WVU

Chronic Care Management Update



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Words From Our Partners

HFMA recently published a report called “Best Practices for Resolution of Medical Accounts”. A task force consisting of 26 expert professionals spanning a period from 2014 to 2020 worked on the report. With these experts and the partnership of HFMA and ACA they establish fair patient resolution practices.

It is great to have further validation from such highly respected organizations and professionals of policies we at Regional Collection Services Inc. (RCS) believe in and have adhered to for over 36 years. We have always understood that the patient experience doesn't end when they leave your building. It is the responsibility of everyone to treat patients with dignity, respect and the utmost professionalism and ethics. Most often, with medical debt, patients do not have a choice of whether they need care. At the same time the care given to patients comes at a cost. Valuable healthcare is not sustainable without revenue.

Our goal at RCS has been to properly train our people to professionally represent our healthcare clients and at the same time respectfully work with patients to resolve their obligation commensurate with their ability. We have always believed in this and it has proved to be the mutual success story for RCS and it's clients.

For more information on Regional Collection Services, visit us at
www.regionalcollectionservices.com



Words From Our Partners

Now is definitely not the time to be leaving money on the table!

So many healthcare providers are facing some very unique and dire times as a result of COVID-19—now is not the time to be **leaving earned reimbursement on the table**.

With Quadax, you can stop the guesswork because leveraging data to gain a competitive advantage just got easier.

Intelligence by Quadax uses the most advanced, innovative tools and cloud services to continually collect and analyze your complex revenue cycle data from disparate systems into a single source of truth. You can identify contributing factors, investigate cause-effect relationships, reveal opportunities, and measure results against internal goals and industry benchmarks. Export reports or display visual representation of real-time data and analytics you can use during executive reviews or in summarization reports.

Check out this blog: [4 Challenges Facing Healthcare Providers in the COVID-19 Pandemic](#) to see how we are helping our clients (and hopefully you) mitigate these challenges.

We take a great deal of pride in the service we provide our clients and the healthcare community overall, because we're all in this together—so, let's take on the revenue cycle together!



Words From Our Partners

CommerceHealthcare®

Supporting A Remote Financial Workforce Lessons Learned During a Pandemic

In response to the coronavirus outbreak, healthcare organizations have instituted work-from-home (WFH) for many non-clinical departments, including revenue cycle and financial management. This move has generated numerous challenges as staff seek to function effectively to support clinical operations. Immediately addressing these difficulties is an imperative for providers, but WFH policies can also create numerous long-term opportunities.

Solutions for Effective Remote Work

Automation is essential to solving the remote work equation. Consider three areas where high-impact automation can make a difference:

- **Payables Management:** Accounts payable is yet another function with many manual or partially automated processes that can be challenging in the current environment. AP automation can help through these valuable features:
 - Rapid initiation and completion of electronic supplier payments.
 - Vendor-managed call center that handles increasing volume of supplier inquiries.
 - Adherence to exception-based workflow to ensure automation stays on track.
- **Remittance Processing:** The appropriate technology platform can positively impact speed of cashflow by providing end-to-end automation of insurance and patient receivables. Vital platform requirements include:
 - Integration with current revenue systems.
 - Scalability. At least 95% of transactions should be reliably processed electronically.
 - Ease of implementation.
 - Security.
- **Patient Financing:** Affordability of care continues to be a critical concern for healthcare providers. Patient payment plans deliver increased patient satisfaction and significantly higher yield on patient account receivables.

A program should include four important features to promote frictionless, touchless processing.

- Electronic application with pre-service or post-service enrollment.
- No credit underwriting to minimize interactions.
- Patient access to credit lines for subsequent procedures without additional review.
- Lender-managed loan servicing, relieving remote staff from the burden.

Summary: Benefits of Automation

Immediate benefits:

- Maintaining remote staff accountability via automated system tracking features.
- Supporting and sustaining suppliers.
- Enhancing patient relations through convenient, frictionless transactions.

Long-term benefits:

- Generating meaningful cost savings.
- Enhancing migration to a digital workforce, helping staff work more efficiently and effectively by integrating technology, data and content.
- Contributing to organizational resilience to help weather future disruptions and changes.

Conclusion

The rapid adoption of remote RCM work and payment automation has been accompanied by many challenges. Fortunately, solutions exist across all financial functions that can provide immediate support to a remote workforce transition, maintain desired efficiency and lay the groundwork for beneficial long-term automation.

To read the complete article: <https://commercehealthcare.com/trends-insights/2020/supporting-remote-financial-workforce>

commercebank.com

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HELVEY
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Partnering Through Covid-19

Covid-19 has swept the nation by storm. Stresses from patients and your employees are no doubt high. It's no wonder that now, more than ever, financial security hangs heavy on all those involved.

It's safe to say with the worries and uncertainty of the future with the ongoing pandemic, having to stress about the behavior of your collection agency shouldn't be one of them.

We can help you and your patients.

We do the right thing in the right way. Your patients aren't just a number. They are people who want to find a solution to paying off their debt.

We partner with your patients by offering empathetic collectors who help find a solution to their financial stress.

Helvey invests in their employees and the collector role. Our collectors go through extensive training, learning how to communicate with patients and navigating their financial situation. This training allows for a strong customer service foundation, keeping your reputation intact and allowing us to facilitate a plan for payment recovery.

No matter what the future holds, rest assured, we will be here for you. With employees on and offsite, the proper technology, and a quality assurance focused team, we keep our lines open for you and your needs.

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Front-End Revenue Cycle Intelligence™



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- > Workers' compensation
- > U.S. Department of Veteran's Affairs (VA) billing



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DCP Debt Collection
Partners, LLC

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Our People
make the difference



Debt Collection Partners LLC
is a Morgantown WV based company
which utilizes the latest technologies to best
serve our clients. Our executive team collectively has
over 50 years of debt recovery & collection experience.

phone: (304) 435-0077 • fax: (304) 435-0078
info@dcpwv.com • www.dcpwv.com

Online access is available 24/7/365 for both clients & consumers.
Our web portal allows clients to upload accounts & are immediately imported to our system
allowing us to start the recovery process as soon as possible. Clients can access and update accounts anytime.



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Platinum Partners

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Judith Key
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Website: www.jprecovery.com



JP Recovery Services Inc. is a full service healthcare accounts receivable management company that provides collection support to credit grantors to improve cash flow and reduce aged receivables. All account follow-up activities are conducted with professional efficiency to maximize recovery while protecting client reputation.

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HealthCare**Financial**Services

HealthCare Financial Services is a full service collection agency that will work with you to develop a complete program designed to meet your individual needs. Established in 1984, HFS is one of the largest and most sophisticated collection agencies located in West Virginia. We maintain a state-of-the-art computerized collection system that includes intelligent software that can make complex decisions versus a conventional system. Our management team has more than 220 combined years of experience in the health care field and accounts receivable management, including 43 years in a hospital business office setting. HFS requires its collection staff to complete a six-month probationary training process. Collectors are tested and nationally certified on collection laws and HIPAA compliance. They are regularly monitored for quality assessment to assure adherence to all state and federal laws. Background investigations are performed on all staff upon hire. HFS is acutely aware of the importance of maintaining a positive image for all clients in their communities.



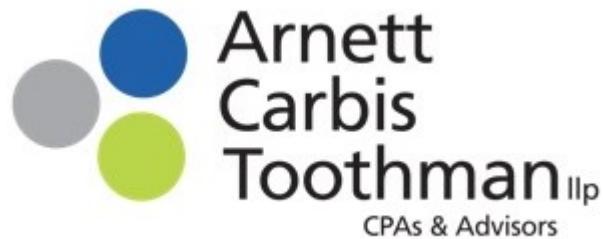
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CBCS

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Columbus, OH 42215

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Email: nancy.baker@cbcsnational.com
Website: www.cbcsnational.com



CBCS is a premier national collections partner, serving the healthcare industry for over 70 years. We bring more value to our partnerships, beyond competitive recoveries, by offering – multiple powerful data resources, proprietary custom scoring, a mature and comprehensive compliance infrastructure, in-house cutting-edge data security, and continual investments in innovative technologies. A reliable collection partner in today's environment must be about more than just recoveries. CBCS brings the more.

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CommercePayments

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Website: CommercePayments

CommercePayments™

We uncomplicate the complicated. In today's complex payments world, it's critical to have strategists and consultants on your side to help you meet the opportunities and challenges you have. The CommercePayments™ team understands that your business comes with its share of challenges. We help you to anticipate, plan for and address these challenges by giving customized advice and recommending the right products and services based on your unique business situation. We have high-touch, high-service strategists dedicated to empowering your payments. But the payments business demands more and that's why our team of consultants make the difference in helping you uncomplicate the complicated.

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Website: <https://regionalcollectionservices.com/about/>



Regional Collection Services, Inc.

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RevSpring is a leader in patient communication and payment systems that tailor engagement touch points to maximize revenue opportunities in acute and ambulatory settings. Since 1981, RevSpring has built the industry's most comprehensive and impactful suite of patient engagement, communications and payment pathways backed by behavior analysis, propensity-to-pay scoring, intelligent design and user experience best practices. RevSpring leverages "Best in KLAS" software and services to deliver over 1 billion smart medical communications each year that drive increased patient engagement and payment rates.



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Gray Griffith & Mays, A.C "GGM" is a full service public accounting firm with offices in Charleston and Morgantown, WV. GGM in conjunction with our sister firm The Health Group services a large variety of healthcare organizations including Health Systems, Critical Access Hospitals, Nursing Homes, FQHCs, and Hospice and Home organizations. Our Firm provides many client accounting, auditing, cost reporting, Medicaid enrollment, and many other consulting services.

Health oriented with care environments.



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Website: www.quadax.com

Quadax provides revenue cycle optimization solutions to expedite payment, maximize reimbursement, and enhance visibility into your business. Our customized solutions for patient access, claims management, reimbursement management, denials, appeals & audit management, and business analytics give you full control over your processes, and process improvement. With our new Contract Management module, you'll be equipped to prioritize work based on claims with the most value based on expected reimbursement, track cash flow with greater-than-ever precision, identify and analyze reimbursement variances, and recoup the dollars you're owed. We build partnership with our clients, always listening, in order to keep them ahead of the curve. Quadax implementation and support teams provide the on-going personal training and attention your staff needs to achieve the results you expect. Through creative thinking and specialized technology solutions, we empower revenue cycle professionals to attain unprecedented performance metrics.



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KeyBridge Medical Revenue Care

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Website: www.keybridgemed.com



Respect, kindness and helpfulness aren't words you commonly associate with healthcare revenue management and collection agencies. But those are exactly the words you'll hear about us. We don't just talk about it; we can prove it with our documented, industry-leading 97% Patient Satisfaction rating. KeyBridge is engineered to be different. Leveraging a patient-care approach, we are transforming the patient billing experience. Our healthcare solutions include: patient balance billing, bad debt collections, revenue cycle ancillary services and team training through our Master Classes. Uncommon people produce uncommon results. Our culture thrives on helping people succeed. As a 10-time winner of The Best Places to Work Award, give us a call to see how our programs can help you!



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Shelby Man

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RevClaims' core business is Complex Claims – Third Party Liability/MVA/Slips & Falls, Workers' Comp and VA Claims billing and follow up. Black BookTM Market Research ranked RevClaims #1 for Inpatient Hospital Complex Claims Management Services in both 2016 and 2017 per their surveys of over 2,000 hospital CFOs & RCM leaders. Since 2005, RevClaims has handled more than 1,000,000 accident and injury claims for over 100 community hospitals, health systems and trauma centers across the US. Our team of attorneys, paralegals and liability claims specialists work collaboratively to get injury claims billed and find maximum reimbursement from automobile insurance, workers' compensation carriers, or any other third party liable to the patient. Privately held by its founding attorney and CEO, RevClaims does not outsource or offshore any of its work or operations.



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PatientMatters® transforms traditional patient registration and access systems with an approach that brings compassion and consumerism to the financial experience of care, helping hospitals and health systems offer highly-personalized financial solutions that improve satisfaction, cash flow, profitability and outcomes. Based on decades of experience, the PatientMatters IntelliPass® System brings together a comprehensive set of patient payment and advocacy solutions, along with intelligent workflow automation tools to ensure every patient is satisfied and providers are appropriately compensated. PatientMatters serves over 130 hospital and health systems in over 350 locations across the country, providing cutting-edge technology, financial tools, process transformation services with staff training and support to help deliver a new level of consumer friendly healthcare.

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UCB was founded on the premise of providing healthcare organizations with customized, flexible options for managing their entire patient revenue cycle. In 59 years, we have grown into a successful, knowledgeable health care receivables management agency that operates with our founding principles of a professionally operated family-owned company serving clients across the nation. We provide solutions to the health care industry nationwide. UCB is consistently seeking to push the edge of innovation, elevating expectations within our company's internal and external processes and procedures in order to produce results, which exceeds even the loftiest expectations. UCB's overall strategy is to continue to accomplish the impossible, adding value at every touch point, therefore accomplishing the level of customer service, patient interaction, performance and results our clients expect.



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Credit Solutions

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Credit Solutions is a Revenue Cycle Management Company that specializes in the Healthcare Industry. We provide tailored Extended Business Office Solutions, a full range of Bad Debt recovery and account resolution services, as well as, Physician Billing and Coding Service throughout the United States. With a team of highly experienced qualified staff, innovative technology and a drive for excellence, our clients not only receive optimal service, but superior patient interaction that yields favorable results. Credit Solutions is an active member of Healthcare Financial Management Association (HFMA), The Association of Credit and Collections Professionals (ACA International) and the American Association of Healthcare Administrative Management (AAHAM).

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Credit Management Company (CMC) is committed to providing our business partners with optimum accounts receivable management, debt recovery, and customer care programs through expertise, technology, and customer communication. Our clients range in size and service offerings, but all experience the same exceptional results when partnering with us. Our call center metrics exceed industry standards and healthcare knowledge in our call center is second to none. CMC is well known for delivering exceptional outcomes for healthcare clients. CMC is nationally licensed, holds an A+ rating from the Better Business Bureau (BBB), and is SOC 2 compliant.



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