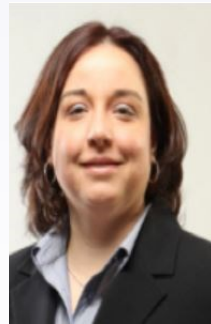


# Mountain Talk

## HFMA Community -

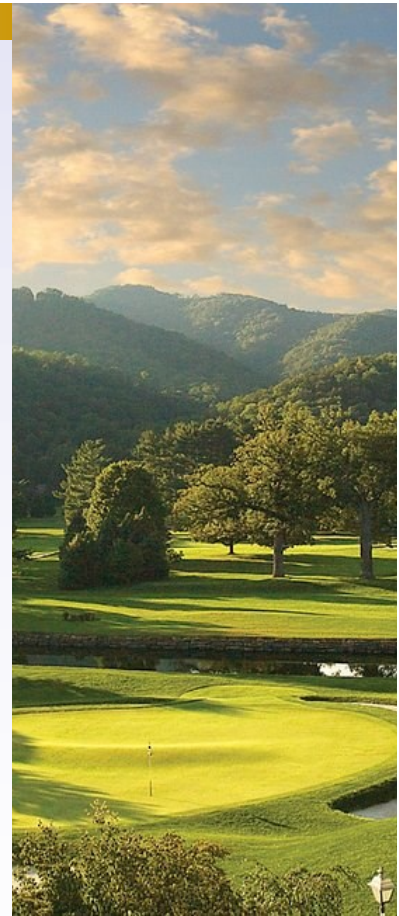
As I begin my tenure as Chapter President, I am hopeful we will be able to get together once again. Our board made the decision to not hold our May conference in person as many of our members are still unable to travel for work. If our members are available to travel, we will be working towards an in person conference in the fall.



Typically, we follow our national theme for the year BOLDER BRIGHTER BETTER, but after the past year I felt we needed one of our own. My chapter presidency year theme will be “Strong as the person next to me.” Our goal this next year will be to lift others around us. We will work to expand our educational content to serve all our enterprise members from the C-suite to our amazing front line staff. We will work to highlight businesses and organizations in each of our conference locations, and we will work to inspire the next generation of healthcare providers.

As I work to build up those on my board and our members, I challenge you to build up your team members, build up those you serve with, and build up local businesses and organizations. The person next to me will ensure this chapter succeeds and I look forward to how much we can build each other up!

-Marcia Leighton



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## Save the Date!

- Our spring conference and board induction will be virtual this year.
- It will be held on January 21 and 22, 2021.
- We have a list of exciting speakers as well as our annual awards.



## Spring Conference 2021

### The One Where We Are Still Quarantined

May 19 8:00 am - May 21 5:00 pm EDT

We have made the decision to hold our May Conference virtually. While we want to see everyone, hug, and feel somewhat normal again, we also need to take into consideration our members ability to travel and that vaccinations are not yet available to all our members. While we cannot see everyone in May, we do hope to see some of you for Golfing at Oglebay Resort starting on **Wednesday, May 19th at 10am** with the shotgun scramble.

Don't forget to keep **Thursday, May 20th** open as we install our incoming officers for 2021-2022.

Our community Outreach will be **Back Street Cat Rescue**. Please list WVHFMA when making your donation.

Stay tuned for more information!

Oglebay Room Information

Room Block: Lodge-Check-in Tuesday May 18  
Check-out Friday, May 21.

Contact: (877) 436-1797

Room Booking ID: 42465

Room Rate: \$150.00/per night, plus applicable fees & taxes.

Note: Deposit required & Cancellation policy

*"A top reason people attend conferences is to connect with other industry professionals. These conversations allow you to share ideas with others and make lasting connections that can help you throughout your career."*

### Volunteer Opportunities!

Awards Committee  
Communication Committee  
(Newsletter & Social Media)  
Community Service Efforts  
Conference Registration Desk  
Membership Committee  
Program Committee  
New Member Greeter  
Speaker Introductions  
Sponsorship Co-Chair  
WV HFMA Mentor  
WV HFMA Website  
Early Careerists (Members aged 30 and younger)  
First Hospital Accounting  
Payor/Managed Care  
Physician Services  
Revenue Cycle  
Women in Leadership  
**\*Want to Volunteer?**  
**Visit [wvhfma.org](http://wvhfma.org) to sign up!**

## Five tips for getting the most out of a virtual conference

### 1. Make a game plan

A few days before the event, spend some time perusing the final agenda to determine which speakers and sessions interest you. Once you decide which sessions you want to attend, add them to your calendar and mark that time as "busy." That way, you won't get requests to attend other meetings.

When putting together your schedule, take note of which sessions are only offered live and which will be available on demand. If you miss a live-only session, you're out of luck. But on-demand sessions can be viewed at your convenience.

### 2. Switch up your surroundings

Being in a hotel ballroom or other conference venue feels different than being in the office. But when you're attending a virtual event from home, it can just feel like just another day of work.

Consider switching up your surroundings to help you get in the right mindset for learning. For example, if you typically work from a desk in your home office, set up shop at your kitchen table. Or if you usually work from your kitchen table, join the event from your couch.

### 3. Minimize distractions

When you're attending a virtual conference, it's tempting to multi-task. For example, you might have the event playing in the background while you check emails and do other work. *Cont. on page 3*



Image from <https://www.websitebuilderexpert.com/blog/virtual-conferences-as-unique-content>

## Five tips for getting the most out of a virtual conference, cont.

But avoid the temptation! In order to get the most out of a virtual event, it's important to really focus on the content.

For starters, block off your calendar so no one schedules meetings while you're attending the event. Also, shut down your email and messaging apps to minimize distractions while you attend sessions. Finally, consider watching the conference in full screen mode and taking notes with pen and paper. That way, you won't have to toggle between different windows on your computer in order to type your notes — and you'll be less likely to get distracted.

### 4. Move your body

At in-person events, the agenda typically includes plenty of chances to stand up, stretch and take a quick break from learning. But at virtual events, it's easy to feel confined to your chair.

Sitting in front of your computer all day can zap your energy — and your focus. So be sure to move your body periodically to refocus your attention. Taking a moment to stand and stretch every 30 minutes or going for a quick walk around the block between sessions is a great way to wake you up and help you get refocused. You might also try standing during a couple of sessions to help you stay alert.

### 5. Connect with other attendees

A top reason people attend conferences is to connect with other industry professionals. These conversations allow you to share ideas with others and make lasting connections that can help you throughout your career.

It might seem impossible to network when you're attending an event from your living room. But it's definitely possible.

## Cheesy Chex Mix

**Total Time: 25 min**

**Prep Time: 10 min**

**Cook Time: 15 min**

### **Ingredients:**

3 cups Chex cereal

2 cups mini pretzels

1 cup cheese crackers

3/4 cup grated parmesan

1/2 stick melted butter

A pinch of garlic powder

### **Preparation:**

Toss 3 cups Chex cereal, 2 cups mini pretzels and 1 cup cheese crackers with 3/4 cup grated parmesan, 1/2 stick melted butter and a pinch of garlic powder.

Spread on a baking sheet and bake 15 minutes at 325 degrees F, stirring.

Enjoy!



## Five tips for getting the most out of a virtual conference, cont.

Look for opportunities to interact with other attendees. For example, attend any virtual networking events that are included in the event agenda. At TRANSFORM, there will be virtual round tables that'll allow you to interact with fellow attendees. And use the chat functionality of the event platform to connect with other attendees. Also, there will likely be conversations happening about the event on social media. Join the conversation by using the event hashtag.

Finally, if you know someone else that's attending the virtual conference, schedule some time after the event to discuss key learnings. Rehashing the event might remind you of something you forgot or spark an idea that'll help you level up sales enablement at your organization.

### *References:*

<https://www.showpad.com/blog/five-tips-for-getting-the-most-out-of-a-virtual-conference/> ; Sept. 2020

Image from: <https://www.business-opportunities.biz/2020/06/15/how-to-prepare-virtual-conference/>

*“Patients have become consumers, slowly transforming the healthcare industry into a consumer-driven market. “*

### WV HFMA Opportunities!

**Are you interested in learning more about the Board of Directors and Officer Track?**

**Please visit [wvhfma.org](http://wvhfma.org), click the [Membership](#) tab, and then click [Volunteer](#) to fill out our Volunteer Form! Be sure to check “Yes” if you’re interested in becoming an officer and/join the Board of Directors!**

## Optimizing collections by leveraging digital patient engagement solutions

By Noel Felipe, SVP-Operations & Practice Leader, Firstsource, April 2021

The patient mindset is changing. They search for the best price to be sure, but they're also seeking out the best financial experience. Specifically, they're looking for the same experience from Healthcare Providers that they receive from companies outside the healthcare market.

### The Challenges

#### **Shifting Consumer Behavior**

According to research 1 findings by NTT DATA Services, 59% of consumers expect the digital healthcare experience to emulate their favorite online retail experiences, like those provided by Apple, Amazon and Google. When it comes to their healthcare financial experience, they want an all-in-one platform that allows them to communicate, pay bills, and manage financial matters using mobile phones, personal computers, and tablets. They want a seamless experience, intuitive interactions, instant answers, and the flexibility to conduct business at times convenient for them. Patients have become consumers, slowly transforming the healthcare industry into a consumer-driven market.



Image from <https://www.bluenovius.com/healthcare-marketing/digital-patient-engagement/>

## Optimizing collections by leveraging digital patient engagement solutions, cont.

Unfortunately, the healthcare industry has fallen behind when it comes

to what consumers want most: exceptional digital experiences. A recent survey 2 found that Healthcare Providers are significantly behind other industries when it comes to technology. For example, only 18% of large hospitals and 6% of smaller hospitals have automated their corporate services functions.

On the contrary, higher deductibles have led to more medical debt for consumers. The result for Providers is slower payments and unpaid bills. In fact, 70% of Providers indicate that it takes more than a month to collect from patients, and nearly one-quarter of working-age adults have past-due medical debt. 4

Rising deductibles are shifting medical costs to patients, making it harder for patients to meet their out-of-pocket expenses, and in turn, putting Healthcare Providers at financial risk. According to the Kaiser Family Foundation research, 5 the average annual deductible among covered workers has increased 36% over the last five years and 100% over the last 10 years. COVID-19 couldn't have come at a worse time. Healthcare organizations are battling lower insurance coverage and reduced elective procedures, leading to increased revenue pressures. The need to reduce staff, especially when many Accounts Receivables (AR) processes are performed manually, is further constraining healthcare systems already stretched thin.

## WV HFMA

West Virginia Healthcare Financial Management Association (WV HFMA) is a professional membership organization for providers, vendors and accountants involved in the strategic planning, financial and/or operational management of the healthcare delivery in West Virginia. This website serves to provide our members with the latest information on educational events and activities both locally and nationally related to healthcare finance and other relevant topics to ensure the best practices in our professional field.

Please visit our [Sponsor](#) page to find out more information about our current corporate sponsors. Our sponsors are very important to the success of our chapter. Each of them brings a product or service that will help to improve your revenue cycle operations.



## Calendar of Events

Please visit [wvhfma.org](http://wvhfma.org) to see our Calendar of Events!

The calendar page is updated on a regular basis to display what education conferences or webinars are available for your continuing education on the local, statewide and national levels. Online registration is available for all the WV HFMA sponsored educational conferences. In addition to our educational offerings the website calendar will list dates for conference calls and committee meetings.

# Optimizing collections by leveraging digital patient engagement solutions, cont.

## The Solution

### Digital Patient Engagement

A digital patient engagement solution offering includes self-pay collections and communications (letters, texts, etc.), ability for patients to make payments, update insurance, review statements, file disputes, and more. These digital solutions enable Providers to address several of the critical challenges they're currently facing. For one, implementing tested digital solutions that enable the Revenue Cycle Management process to continue functioning is key to maximizing eligibility screenings, qualifying patients for Medicaid, and efficiently collecting patient responsibility.

Plus, the digital solutions alleviate the need for in-person interactions while continuing to provide the same level of co-operation, engagement, and communication with patients that is typical in a face-to-face setting. The solutions enable Eligibility Services employees, Point-of-Service Collection associates, and even hospital registrars to support patients offsite while also eliminating the need for layoffs or staff reductions.

The latest advances in digital solutions for patient engagement can help you accept more varied forms of payment, post patient co-pays as soon as possible, and calculate complex deductibles to avoid the most common payment delays at the end of the claims process. Moreover, a POS collection module that is part of a robust RCM solution can connect more information upfront throughout a department or across the enterprise.

### Combine Robotic Process Automation with analytics

Deploying Intelligent Automation combined with the human touch can dramatically reduce the effort to collect balances and increase ROI.

Intelligent Automation helps digitize every aspect of the healthcare revenue cycle management (RCM) process by blending Robotic Process Automation (RPA) with Artificial Intelligence (AI) and advanced analytics.

At the front-end, automated eligibility workflows ensure appropriate upfront data to inform patients of their obligation to prevent or minimize loss of revenue. At the backend, the digitized workflows route denials to the right collections team, at the right time, for rapid resolution.

Integrating claims and contract management, unifies data, streamlines the process, and provides next-best actions, increasing collector efficiency, driving down the cost to collect, and elevating patient satisfaction. *Cont. on next page.*

## Optimizing collections by leveraging digital patient engagement solutions, cont.

Advanced analytics empowers users across three major areas:

- Pinpointing the root cause of small balance write-offs.
- Unlocking insights into hidden data by drilling down into claims, reviewing aging claims and identifying gaps in the revenue cycle process to better manage cash flow.
- Identifying the likelihood of payment on outstanding balances.

*Image from: <https://inksights.rep-ink.com/2014/03/three-tips-to-get-the-most-out-of-face-to-face-networking-in-the-digital-age/>*



*“Deploying Intelligent Automation combined with the human touch can dramatically reduce the effort to collect balances and increase ROI.”*

### Conclusion

#### Revamping core RCM infrastructure for sustained success

RPA in healthcare, in conjunction with AI and analytics, can help streamline the end-to-end cycle – from Patient Access to Mid Revenue Cycle to Patient Financial Services. The result: lower revenue cycle expenses and enhanced ROI for a healthy bottom line.

While COVID-19 has disrupted the way the world runs today, it has also paved the way for faster adoption and acceptance of technology, especially around IA. Organizations that had already started their digital transformation journey were better positioned during the pandemic than others. Organizations that were earlier unsure about adopting Intelligent Automation are now evaluating and looking to drive organization-wide programs to adapt to the changing business environment.

Forward-thinking Healthcare Providers that recognize today’s reality and understand the limitations of their current processes have the opportunity to become industry leaders in the next decades. By aligning their financial services engagement strategy with patient expectations, they can create a satisfied and loyal customer base and enhance their ability to care for communities long into the future, all while optimizing their ability to recover net revenue.

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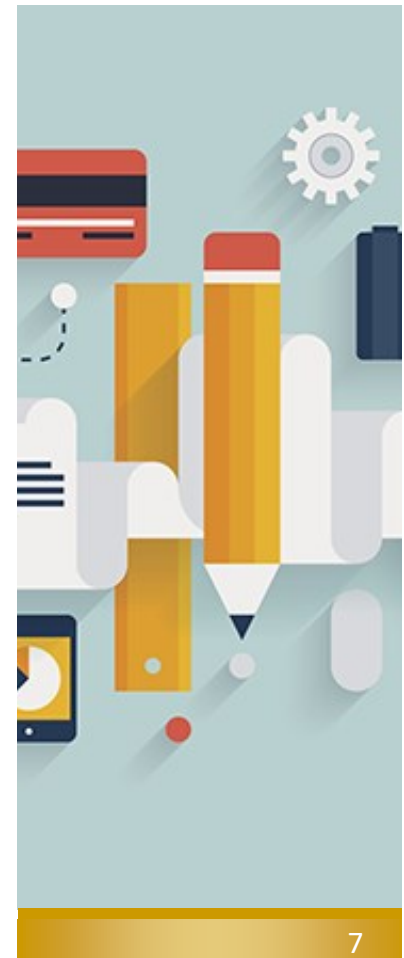
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## WV HFMA

### Land's End Store

WV HFMA members can now purchase clothing and other merchandise with the organization's logo!

There are two logos available-a white logo and a blue/gold logo. If there is something you would like but don't see it on the website please contact Lisa Simmons.

[https://business.landsend.com/store/wv\\_hfma/](https://business.landsend.com/store/wv_hfma/)

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## WV HFMA

Please visit [wvhfma.org](http://wvhfma.org), click the "Business partners" tab, and then "Advertising" to find out more about how to advertise with us!

## Advertising

Advertisements may be purchased separately for the Mountain talk newsletter. The Mountain Talk newsletter is published four times during the chapter year and emailed or mailed to the entire membership and an expanded list of vendors and interested colleagues.

### Advertising Pricing

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