

TENNESSEE TRACKER

TENNESSEE HFMA MONTHLY NEWSLETTER

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A Letter from our President

I want to begin by thanking Tina Minnick and the leaders of 2019-2020 for the great work done for TNHFMA amidst amazing obstacles. Well done!

As I have said many times, I am so humbled to serve in the role of President 2020-2021 for TNHFMA. I do feel that my experience as a past provider and the last several years working with partners that were leaders in our industry has helped to prepare me for this role, but it is not a solo role and it will take a team of leaders to lead through the rapid changes taking place.

The past 6 months have been an unprecedented time for our nation, industry and families. At TNHFMA we plan to make sure we listen to our members and pivot to deliver the quality education and networking expected of us. One goal is to continue to offer relevant and timely information on COVID-19 and all that is happening in healthcare. We wish to keep you engaged and create ways to be more innovative to meet your needs. You can expect to see virtual and in-person education options when we know it is safe to get us all back together.

When I picked my theme #believe together, I knew that we must all believe that we can make positive impacts on what we do every day while recognizing that we can't do it alone. With that said we need you. Get involved and engaged. If you don't know how, please reach out to me at 423-667-2849. Albeit that we may not be in person we CAN still network, be available for one another, and make a positive impact.

I look forward to serving you and hope that you see the resurgence of the newsletter as a way to keep informed in what we have going on in healthcare finance, revenue cycle, leadership, and a way to get engaged. You can expect monthly provider interviews, letters from leaders, leader highlights, links to relevant and timely data, sponsor highlights, and many other ways to engage.

Thank you again for your confidence and trust in me. I will not let you down.

#BelieveTogether,
Buffy Loveday
TN HFMA President

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Our Leadership

Officers

Chairman - Tina Minnick

President - Buffy Loveday

President-Elect - Rodney Adams

Secretary - Kathryn Topper

Treasurer - Chase Wunder

West District

Vice President - Pam Jones

Leadership Development - Carmen Voelz

Programs/Education - Christine Crowley

Sponsorship - Merle Glasgow

Middle District

Vice President - Steven Bauer

Certifications - Scott Mertie

Member Services - Adam Blackwell

Projects/Yergers - Stephanie Akin

East District

Vice President - Katie Tarr

Communications - Clint Jones

Sponsorship - Michael Waite

Website - Brad Arnold

Parliamentarian - Martha Calfee

Founders Points - Lee Ann Burney

CPE Awards - Brad Adams

BUFFY LOVEDAY

PRESIDENT

CAREPAYMENT TECHNOLOGY,
VP STRATEGIC DEVELOPMENT



Buffy is the VP of Strategic Development with CarePayment Technologies. Prior to joining CarePayment, Buffy spent 11 years with Emdeon in various roles and also spent 18 years working in various strategic healthcare settings. Through the years, Buffy has seen many changes in our industry. Buffy has worked in all areas of the revenue cycle holding various positions in Patient Access, Business Office, and Administration. Buffy currently holds HFMA CRCR certification and is part of the TnHFMA Board of Directors.

What does TN HFMA mean to you?

TN HFMA is family. I have had the pleasure of serving with some of the best people in the world. They support, teach, and challenge me to do more and be better!

Being a mom and grandparent is my greatest blessing. I also enjoy helping early female careerists, and time with our dog, Paris!

What do you enjoy doing outside of work?



Do you have a talent or hobby?

We love boating and anything on the water so we spend as much time there as possible!

#BelieveTogether



UPCOMING EVENTS



TN HFMA WEBINAR

ERLANGER HEALTH SYSTEM CASE STUDY: IMPLEMENTING A SUCCESSFUL PATIENT ENGAGEMENT STRATEGY

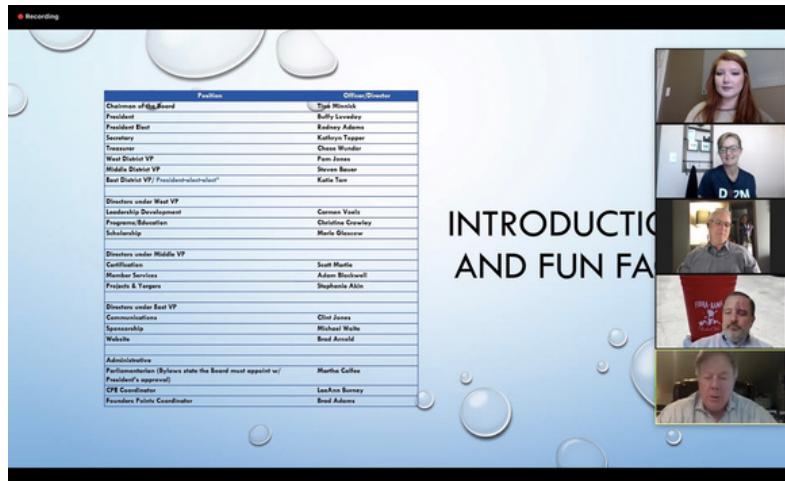
CarePayment Technology and Erlanger Health System discuss how they were able to partner to drive cash while using SP financing as a patient engagement strategy.

Every second Tuesday of the month we will host a TN HFMA webinar! For July, we will be partnering with Erlanger Health System and CarePayment Technology.

Registration Link:

https://us02web.zoom.us/webinar/register/WN_8J88oVtQSwe7pT8vQDuPEg

Last month, the Tennessee chapter welcomed our new board and committee members! The meeting was led by our new chapter president, **Buffy Loveday**, who we are so excited to have leading our team for the 2020-2021 year.



PROVIDER SPOTLIGHT

VANDERBILT  UNIVERSITY
MEDICAL CENTER

Heather Dunn is the Vice President of Revenue Cycle at Vanderbilt University Medical Center. She sat down with our Tennessee HFMA president, Buffy Loveday, to discuss the impact that COVID-19 has had on the field.

HOW HAS COVID-19 EFFECTED YOUR FACILITY?

Really two major impacts. First, the financial impact has been substantial. Our census dropped significantly, less patients were coming to our Emergency rooms, elective procedure volumes dropped, and payer rules were changing rapidly creating some confusion within the billing system. It will take time to see volumes return and the AR stabilize, but we are already seeing improvements. Second and most surprisingly is the personal impact on both patients and staff. The pandemic fundamentally realigned priorities and, for many, refocused their energy on what is really important in life. As we continue to emerge from quarantine, we recognize there is a natural hesitancy to return to healthcare settings, understandably patients were concerned about the virus. The pandemic and necessary quarantine has been scary and continued uncertainty lingers. At Vanderbilt, we are doing everything possible to provide a safe environment for patients to return to the medical center and receive the outstanding care they need.

WHAT ARE SOME OF THE THINGS YOU WOULD SAY WERE POSITIVES OF COVID-19?

There has been a silver lining. Working from home has reinforced that work/life balance is possible. We surveyed staff in Finance and Revenue Cycle about a month into the work from home initiative and a common theme emerged from the results. Employees have said they were loving the fact they no longer had a commute that lengthened their work day, they felt less stressed, and they felt very engaged with their teams and leaders. They noted positive aspects like having more energy, the pleasure of sharing their office with their pet, and because they no longer give up hours per day commuting, they have a better work/life balance. Additionally, I am so proud to be part of an organization that didn't furlough or lay off any employees. We reallocated staff from other areas of the hospital to do new work or work levels that increased in other areas. One example is that our valet parking staff were reallocated to check employee and visitor temperatures upon arrival at the facility. In Revenue Cycle we trained front desk clinic staff to follow up with patients who had come to our assessment centers to help them update their insurance in our patient portal, My Health at Vanderbilt. We got creative and communicated through action and words that employees were all essential and they are all valued.

"People and relationships are the most important part of our community..."

WHAT IS THE GREATEST THING THAT COVID-19 HAS TAUGHT YOU AS A LEADER?

At the end of the day, every member of our VUMC family are all here for each other and our patients and we will do whatever it takes to protect them and continue to provide a world class experience. To quote Richard Branson "take care of employees and they will take care of your clients". Covid-19 forced leaders at all levels to over communicate each other, our employees, and our patients. People and relationships are the most important part of our community and when you get that right the AR days, DNFB, cash, etc... will get there too.

WHEN DO YOU THINK BUSINESS AS USUAL RETURNS FOR VANDERBILT AND WHAT DOES THAT LOOK LIKE?

We are heading back to normal levels right now. We completed more transplants in May 2020 than in any other single month in the history of Vanderbilt. Things are rapidly returning to normal levels. Telemedicine helped because that kept patients connected with their healthcare providers. New Covid-19 protocols like temperature monitoring, masking, and social distancing in our clinics and hospital are helping patients and staff realize it is safe to come back.

"We will still figure out ways to get together as a group, because that too is important."

WHAT IS A CHANGE YOU EXPECT TO SEE FOR VUMC?

First, working from home. Staff are really enjoying working from home and we would like to see them continue to be engaged and satisfied with their work. If a job can be performed from home within our quality and productivity guideline, I don't see a reason to change what we are doing. We will still figure out ways to get together as a group because that too is important. The second would be telemedicine being more mainstream. This will mostly be driven by how payers decide to reimburse long term. We have to figure out when telemedicine is appropriate and how to deliver it in a cost-effective way.

IN CLOSING, WHAT IS THE ONE THING HFMA CAN DO FOR HEALTHCARE IN TN?

Offer us a platform where we can share with each other. Early on I reached out to other providers and asked how they were handling payer changes within their billing systems and many interpretation questions as we translated payer guidelines into billing rules. I would like to see TNHFMA offer a more formal format. Maybe a zoom call once per month with an agenda that we can submit items to and then just talk among ourselves as leaders to try to resolve some of the issues. Offer us a common place to get together for informal collaboration.

VOLUNTEERS NEEDED!



**Interested in joining
us?**

Click [here](#) to begin your
journey with us.

WE WANT YOU!

The 2020-2021 leadership
team needs your time and
talents. We are recruiting
now for committee
members to support key
areas within the chapter.

SPONSOR SPOTLIGHT



AccuReg

Front-End Revenue Cycle Intelligence™

Diamond Sponsor

ABOUT ACCUREG

AccuReg helps hospitals reduce costs, maximize cash collection and revenue and enable price transparency by providing transformative patient access solutions. Its cloud-based integrated suite utilizes automation and artificial intelligence to improve revenue capture and the patient financial experience. By combining an exception-based workflow, a continuous learning QA rules engine, intelligent eligibility and benefit validation and complete prior authorization management, AccuReg predicts and prevents denial-causing issues at the front of the revenue cycle where cost is significantly lower than the traditional resource-draining back-end approach. AccuReg also helps hospitals achieve the price transparency patients want with accurate out-of-pocket price estimates and payment processing. For more information, visit www.AccuRegSoftware.com.

INVOLVEMENT IN HFMA

AccuReg is excited and honored to be part of the HFMA collective. Our AccuReg team holds chapter leadership and member positions on varied boards and committees in all HFMA regions, and enthusiastically partners for webinars, live presentations, white papers and other educational content. HFMA is renowned for world-class education and industry innovation, but equally important, HFMA is the community where we meet our people and learn from each other to overcome challenges and celebrate successes together.

HOW HAS COVID-19 EFFECTED YOUR BUSINESS?

We are still mostly working from home although our offices have reopened. When many of our clients had to deal with short staffing, we were able to offer as-needed outsourcing of critical revenue cycle functions. Existing clients have seen no difference in support, but new clients expecting to go live have been put on hold. As some states reopen, our implementation teams are beginning to plan travel to hospitals that require intensive training and implementation.

-IAN WHELAN, CFO/COO

WHAT ARE SOME OF THE POSSIBLE OUTCOMES OF COVID-19?

COVID-19 is accelerating innovation. Hospitals have talked about virtual waiting rooms and touchless patient registration for years, but the adoption curve has been slow. Now these topics are at the forefront, with many clients eager to implement them. Additionally, the virus forced us to test a remote working model at scale. Our team rose to this challenge, helping us emerge stronger as a company, more united in our purpose and more appreciative of the blessing of good health. We also have a greater appreciation for healthcare workers who showed up every day and worked long hours in a stressful environment to care for our friends and relatives.

-DAVID PETERSON, CMO

WHAT DO YOU HOPE CHANGES POST COVID-19?

We hope the world will be better prepared for the next pandemic, which is inevitable. We hope next time our healthcare staff will have the proper safety equipment and we will be better able to test and trace for cases. For our clients, we hope the loosening of payer requirements for payment, such as prior authorization, will continue; however, if payers revert to the difficult and complex requirements for payment that existed pre-COVID, we will be ready to help clients with effective revenue cycle management, pre-service loss prevention and data integrity solutions.

-PAUL SHORROSH, FOUNDER/CEO



TN HFMA
2020 - 2021

SPONSORSHIP AVAILABLE!

Click [HERE](#) for more details

2020-2021 TN HFMA Chapter Sponsors

Diamond: AccuReg

Gold: CarePayment

Silver: LBMC, MSCB

Bronze: Oracle

RESOURCES

HFMA News

HFMA Blog

HFMA Resources

HFMA Podcasts

Tennessee Hospital
Association

Nashville Healthcare
Council

**A special welcome to our
new TN HFMA members!**

April Alfaro
Laura Anderson
Virgina Daniel
Borjana Djukic
Felipe Freitas
Megan French
Trace Hicks

Scott Hintergardt
Bart Liddle
Ed Marx
Jessica McAllister
Michael McGinnis
Matthew Monroe
Yolanda Mordue

Rikesh Patel
Christi Roberson
Lara Romanowski
Kristen Shell
Todd Smith
Kimberly Stiles
Caitlyn Stratton

Molly Sullivan
Kidist Tensay
Matt Tome
Eric Tompkins
Jessica Walker
Ali Wallace
Chanta Wilder

Interested in becoming an HFMA member? Join [HERE](#)