

MAY 2020

SC HFMA

PALMETTO STATE NEWS

In loving memory of Ray High

THANK YOU



HEALTHCARE HEROES

Inside you will find:

Message from Chapter President

Upcoming educational sessions

13th Annual Unofficial 5K

Region 5 Service Project

Palmetto State News

Palmetto State News is the official publication of the South Carolina Chapter of the Healthcare Financial Management Association. Opinions expressed here are those of the author and do not reflect the views of HFMA or the South Carolina Chapter.

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Our Vision

The South Carolina Chapter of the Healthcare Financial Management Association will continue to be the leading professional resource for individuals seeking excellence in the area of financial management of integrated health systems and other healthcare organizations.



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www.schfma.org



<https://www.linkedin.com/company/healthcare-financial-management-association-south-carolina-chapter>



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2019-2020 SCHFMA Officers and Directors



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Michael Jebaily
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PRESIDENT-ELECT
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Barney Osborne
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Health System



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Barney Osborne
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2019-2020 Committee Chairs

COMMUNICATION

Melissa Stutz

CORPORATE SPONSORSHIP

Danielle Gori
Jen Hayes [co-chair]

CRCA

Debbie Hunt

EDUCATION

Donna Ramicone

INFORMATION SYSTEM

Michael Bowe

MEMBERSHIP

Jaime Brabb Bailey

PROFESSIONAL EXCELLENCE/CERTIFICATION

Steve Lutfy

2019-2020 Sponsors

We would like to thank and recognize the following sponsors for their participation in our chapter:

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A Message from the Chapter President



Dear SC HFMA Family,

Before saying farewell, I want to take a moment to reflect on the important work you do every day. Our industry has been hit hard by the COVID-19 pandemic and lives have certainly been altered. I want to thank you for the important work that you do, the communities in our state and region that you support, and the people and families for whom you make a difference. You are noticed and you are loved.

It's hard to sign-off as President of the chapter in only a short letter. It's easy, however, to reflect on all of the wonderful things we've done this year - in spite of the massive changes that resulted due to the coronavirus. We've successfully raised thousands of dollars and volunteered hundreds of hours for charities in our state as well as across the country. We hosted the inaugural Southeastern Summit, a regional meeting that saw over 600 attendees, amazing networking, and thousands of hours of CPE completed. We've virtualized training opportunities and we've seen an increase in certifications attained. I'm also proud to announce that our CRCA (Certified Revenue Cycle Associate) training is going online -- more to come here! We've organized and updated our policies under the leadership of past Presidents, and we've successfully strengthened procedures that ensure appropriate governance.

Our chapter maintains a strong position, and we will continue to provide outstanding education and networking opportunities to serve our members. Our membership is strong and continues to grow from new and exciting areas; including front-line clinicians. The Association is strong and growing in similar ways as well. You belong to a nimble, viable, and important industry association that has a positive impact on each other, our communities, and our profession!

Finally, and most importantly, the things we do as a chapter would not be possible were it not for the amazing support of its volunteers and contributors.

To the chapter's Board of Director - thank you for your leadership, courage, and support.

To the many who have volunteered their time - you are what makes this chapter successful and I remain humbled by your generosity.

To our chapter and event sponsors - you make all of the things we do possible and I thank you for your continued commitment.

To our Region 5 leadership team and family - thank you for your guidance and teamwork through the year.

To my family, employer, and friends - thank you for patience and support.

I'm proud of the work we've done and I'm excited for the future of this chapter. I welcome the newly installed leadership team to continue the charge - what an amazing group of leaders! I look forward to supporting them, and to continuing to support this chapter in all of the amazing and important work that we do.

With that, it is time to pass the torch, and I thank you for the opportunity to have served as your chapter President. I wish you all good health and happiness!

With Gratitude,

Michael Jebaily



Do you have an article or information that you'd like to see in an upcoming newsletter?

Please reach out to a member of the Communications Committee.

We'd love to hear from you. Send an email to: mgstutz@lexhealth.org

FOR YOU, SACRIFICE IS NOTHING NEW

Absolute commitment is a typical day at the office and extraordinary compassion is an everyday occurrence. Thank you.

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Communications Committee



Melissa Stutz [Committee Chair]

I appreciate the opportunity to serve as the Communications chair. It's allowed me to interact with so many individuals that I would not normally have had the chance to meet. If you would like to join the communications committee or have articles that you'd like to send to me for consideration for an upcoming newsletter, please contact me.

Jasper Powell [social media]

Special thanks to Jasper for handling the social media sites for the chapter!



Tammy Perian

I feel lucky to have found such a wonderful organization! Everyone is dedicated to improving our industry at all levels. The educational opportunities are outstanding and our leaders are right there in the trenches with us, experiencing the ups and downs of healthcare finance. I look forward to bringing my 20 years of healthcare insight to a growing family of support and education. I know I will have a lot of fun meeting new friends at all the events planned this year. I will see you in the trenches!

Robert Taylor

As a Healthcare financial professional, SCHFMA has been a wonderful resource, especially during these tumultuous times we find ourselves in as a healthcare community. It is through my South Carolina HFMA family that I've been able to stay connected, informed and hopeful about our collective future. We are a committed community with excellent leadership, made stronger through adversity. Onward!



Sandi O

New normals are a part of life. As the COVID-19 pandemic was unfolding, my normal shifted from marketing in the healthcare collection space to marketing in the facility services space. It was a fortuitous move for sure, as my new normal includes janitorial and sanitizing services for large spaces. While I miss my SC HFMA friends (some of the most amazing people I've ever encountered), I am happy I can keep up with and support you on social media! I look forward to crossing paths with you again as these new normals are defined. Every day is an adventure and I'm very thankful for the ones I shared with you.

Thank you & Best Wishes!

Additional Upcoming Educational Sessions



nThrive is hosting complimentary live webinar in their series, “Keeping up with COVID-19.”

May 21: Business Continuity and Recovery for COVID-19 and Beyond

- ◇ Learn how to transition staff to critical roles and preserve cash and accounts receivables. Discover ways to identify and recover cash as well as scaling critical revenue cycle operations return to normal.

June 4: Securing Revenue for Hospitals and Providers

- ◇ Uncover tactics to secure revenue through workflows, data analysis, processes, procedures and policies.

June 11: Client Panel Discussion: Provider Life During and Post-COVID-19

- ◇ Our world has changed forever since February when the first cases of COVID-19 were diagnosed in the northwest. This is especially true for the healthcare industry, from first responders and healthcare professionals working the front line to administrators trying to keep their doors open in more ways than one.

June 18: How Lean Six Sigma Analytics Can Help in the COVID-19 Environment

- ◇ Combining Lean Six Sigma with the power of advanced data analytics to manage emergency situations, like COVID-19, to mitigate the impact.



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Visit the SC HFMA website for upcoming registration information. This information will be available one week prior to each session.

HFMA recommended coronavirus resources are located on the hfma.org website.

It includes links to resources HFMA's members will find useful as they help navigate their organizations through the COVID-19 emergency. These resources include information related to Medicare, state, and commercial health plans.

These resources include links to the best currently available information related to coding, billing, coverage of services, and disaster preparedness financing during the COVID-19 national emergency.

Hospitals shed 135,000 jobs in April while losing an estimated \$51 billion

- Hospitals lost 135,000 positions in April.
- Hospitals have been losing an estimated \$50.7 billion per month from the pandemic and related policies.
- About 142,000 providers have received CARES Act funding and accepted the terms and conditions.

Hospitals eliminated 135,000 seasonally adjusted jobs in April, or about 3% of their workforce, as the sector struggled with an estimated \$51 billion in monthly revenue loss from the coronavirus and shutdowns.

The historic job losses, which amounted to 138,100 when not seasonally adjusted, came as most states trying to contain the pandemic ordered shutdowns in elective procedures, which provide much of hospitals' revenue.

Among the 1.4 million April job losses in all of healthcare, examples of severe cuts identified in [May 8 data from the Bureau of Labor Statistics](#), included:

- 503,000 positions in dentist offices
 - 243,000 positions in physician offices
 - 205,000 positions in "offices of other healthcare practitioners"
 - 113,000 positions in nursing and residential care facilities
- 87,900 positions in outpatient healthcare centers

OVERALL REVENUE LOSSES

The job-loss data came the same week that the [American Hospital Association \(AHA\) issued a report](#) estimating that hospitals will lose a cumulative \$202.6 billion in revenue between March 1 and June 30, for an average loss per month of \$50.7 billion.

The four-month costs for hospitals include:

- \$161.4 billion in lost revenue from canceled elective and nonelective surgeries and outpatient care, and reduced emergency department services
- \$2.4 billion in costs of personal protective equipment (PPE)
- \$36.6 billion in treatment costs, even when accounting for payments for COVID-19 patients
- \$2.2 billion in support for frontline hospital workers in COVID-19 hotspots

Other costs tangentially related to the pandemic but not included in the AHA estimates include:

- \$400 million in ongoing drug shortage costs
- Increased wage and labor costs to cover bonus pay for high-risk staff and to pay increasingly expensive staffing firms
- Increased costs for non-PPE medical supplies and equipment in preparation for COVID-19 patients
- Increased capital costs, such as expanded treatment and testing capacity

NEW DETAILS ON HOSPITAL ASSISTANCE

Congress responded to the pandemic's effect on hospital finances by allocating \$100 billion for provider relief in the Coronavirus Aid, Relief, and Economic Security (CARES) Act and \$75 billion more in the Paycheck Protection Program and Health Care Enhancement (PPHCE) Act.

However, AHA has complained that much of the CARES Act funding has gone to nonhospital providers and been slow to arrive. The U.S. Department of Health and Human Services (HHS) has begun distribution of about four-fifths of the CARES Act funding but is still finalizing plans to disburse the PPHCE funding.

This week, the Healthcare Resources and Services Administration (HRSA) released [the list of the 142,000 providers](#) that have received some of the \$50 billion in CARES Act "general distribution" funding and agreed to the accompanying terms and conditions. Hospitals comprised a smaller share of the providers listed, although their funding totals tended to be much larger.

The Trump administration this week extended the attestation period for the funding from 30 days to 45 days after receipt. A HRSA spokesman said no recipient has reached the 45-day mark.

The extension followed concerns raised by some hospital advisers about some of the terms and conditions, with requests for more time to consider them.

A senior HHS official previously confirmed that some providers had opted to return the CARES Act funds, which generally are automatically deposited in providers' bank accounts.

"HHS does not plan to release the names of those who return or do not accept the funding," the HRSA spokesman said.

Looking for more upcoming educational opportunities?

Visit the SC HFMA website and go to the Education and Events tool bar!

<http://www.schfma.org/events.html>



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SC HFMA 13TH ANNUAL UNOFFICIAL 5K

5.29.2020

The South Carolina HFMA would like to invite all US chapters of the HFMA to participate in the 13th Annual Unofficial 5K supporting Mike Allen in his Dare You to Move challenge.

Proceeds will support the following three charities:

- American Red Cross
- Feeding America
- Protect the Heroes

After running the event, be sure to share your photos on social media and use the tag [#schfma5k13!](#)

REGISTER:

<https://cvent.me/9a9XMn>



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	1/2 page: \$450
	Full page: \$800

Contact Melissa Stutz
mgstutz@lexhealth.org

SC HFMA Welcomes New Members

Joined January through April 2020

Prisma Health

(added 38 new members)

MUSC/USC

(added 2 new members)

Alpha Health

(added 2 new members)

Laurens County Hospital

(added 2 new members)

Regional Medical Center

(added 2 new members)

ROPER ST. FRANCIS HEALTHCARE

(added 2 new members)

BEAUFORT MEMORIAL HOSPITAL

(added 1 new member)

BlueCross Blueshield of South Carolina

(added 1 new member)

Columbia Skin Clinic

(added 1 new member)

Newberry Medical Billing LLC

(added 1 new member)

Premier Healthcare Alliance

(added 1 new member)

SPARTANBURG REGIONAL HEALTHCARE

(added 1 new member)

INDIVIDUALS

Michael Painter

David Vigil

Lauren Leaks

Sarah Branan

LaTisha Smalls

Nichole Tillinghast

Jason Washington

Benefits of Membership*

Being a member of HFMA means joining a thriving community of industry professionals committed to their careers, their contacts, and their success! Here are the top reasons to join us:

- Be equipped to deal with whatever lies ahead with unlimited access to the most relevant healthcare finance information—customized and curated just for you!
- Collaborate and engage with a community of peers to help you both understand and influence the unending change taking place in our industry!
- Find what you need, when you need it! From professional certification to online education to regulatory analyses and so much more—all for one price!

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*information from <https://www.hfma.org/membership/overview.html>



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5.29.2020

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PwC's Virtual Business Office



PwC's Virtual Business Office (VBO) is a 1,000-seat secure onshore center located in Columbia, South Carolina that acts as an extension of our clients' business offices. The VBO specializes in third-party A/R remediation for hospitals, medical groups, and other providers that assign unpaid claims for follow-up.

Benefits

- Cash acceleration from aged/stagnant A/R
- Reduced denials by working and appealing accounts before they become untimely, thereby increasing Net Revenue
- Relieves work burden on client staff, so they can concentrate on working on younger/higher balance A/R
- Works real-time on the client's Patient Accounting System via a VPN connection (little to no I/T time needed)
- Provides an instant and flexible staff augmentation of experienced third-party A/R follow-up personnel to work A/R
- On shore facility located in Columbia, SC utilizing PwC standards of both physical and data security
- No need to manage Human Resource activities of added staff

To learn more, contact:
Stephen Lutfy, FHFMA
Managing Director
stephen.g.lutfy@pwc.com
(803) 753-5209

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The Importance of Utilization Management in Healthcare

In the fast paced, ever-changing healthcare environment hospitals and health systems must be agile to ensure a quality-driven and financially stable operation. Between care complexities, endless reimbursement rules and regulation changes, utilization management in healthcare is paramount.

Regulatory Compliance

Regulatory agencies such as The Centers for Medicare and Medicaid Services (CMS) mandate for Medicare and Medicaid conditions of participation (Title 42 CFR), The Social Security Act (Sect 1861 Regulation), and the Quality Improvement Organization (QIO) require that hospitals and health systems have an effective utilization review plan in place. Foundational elements of the Utilization Management department such as medical necessity, resource utilization, Length of Stay (LOS), denials and outcomes all affect reimbursement. Thus, it is prudent to have the Utilization Management department involved and aligned with the Revenue Cycle.

Payors and health plans set forth many requirements in contracts which also affect reimbursement. Armed with the knowledge of payor and health plan intricacies, the Utilization Management department can bridge the gap between quality care provisions and clinical medical necessity, intensity of services, coverage and reimbursement.

Having utilization management processes tied to financial policies ensures compliance from regulatory, quality and risk perspectives and provides a course for hospital and health system operations. Different hospitals interpret and implement utilization management in different ways. Utilization management could be a plan, process or approach used for claims processing, resource utilization, denial prevention, risk management and quality review.

Cost containment

The Utilization Management department can help with managing the cost and delivery of services.

The integration of the Utilization Management department and its processes within hospital operations can increase care efficiency and decrease revenue loss. For example, reviewing for medical necessity is one of the various utilization management processes. It involves a prospective (review of medical necessity for procedures and services before admission), concurrent (ongoing review of medical necessity for procedures and services during the stay) and retrospective (review after the discharge) reviews. This process alone can significantly decrease the length of stay, help manage the appropriate use of resources and services as well as preventing denials thus protecting revenue.

Some of the various activities that Utilization Management may be responsible for include:

- Preadmission and admissions certification
- Prospective review
- Concurrent review
- Retrospective review
- Discharge planning review
- Case Management referrals for:
 - * Nursing services and Social Work services
 - * Pharmacy and Respiratory services
 - * Physical and Occupational Therapy services

Continued on next page

Continued: The Importance of Utilization Management in Healthcare

Operational Efficiency

The Utilization Management department typically interacts with all, if not most, hospital operation services. By working with the healthcare team, Utilization Management department can facilitate and coordinate resources and services in a quality-conscious and cost-effective manner.

Quality Department

The Utilization Management department should be involved in quality assessment (QA)/Quality Improvement (QI) activities such as evaluating patient care systems that includes standards, protocols, and documentation for efficiency.

Admissions, Registration and Scheduling

Appropriate communication and documentation of patient status (inpatient, observation, outpatient) and discharge dispositions helps to ensure accurate coding, thus reducing denials and improving reimbursement potential.

Case Management

While Utilization Management departments are typically focused on cost management and Case Management looks after continuum of care transitions, both departments have overlapping responsibilities and must work together. Both Utilization Management and Case Management incorporate patient care navigation through the entire health care continuum from engagement to discharge/post discharge.

Revenue Cycle/Finance

With the impact utilization management has on the financial health of the hospital, it is important that collaboration exists between the Utilization Management department and the Revenue Cycle/Finance department. Today's Revenue Cycle teams have access to data and information technology that can assist Utilization Management to manage length of stay, appropriately allocate resources, prevent denials and ensure accurate documentation for coding and appeals.

Originally, utilization management in healthcare started with a narrow focus. Now that Utilization Management department activities increasingly influence reimbursement and affect revenue, there is a move towards re-organizing or realigning Utilization Management to the finance function. Whether it be a solid or dotted line to Finance, these teams must work together to ensure the financial health of their institutions.



Authors:
Mary Devine

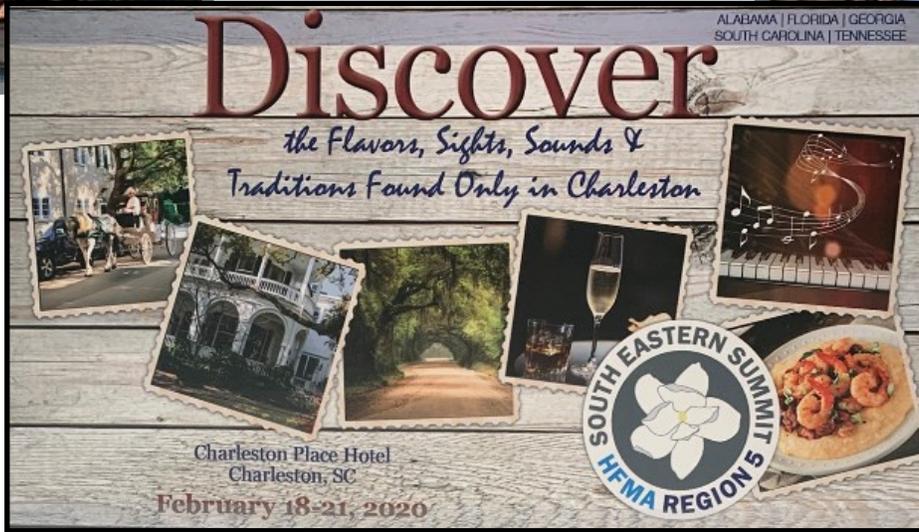
Senior Director
Revenue Cycle – BESLER



Meliza Weiner

Manager & Clinical
Review Nurse - BESLER







Region 5 2020 South Eastern Summit Service Project

What We Do

Every week our Teen Chefs and Kitchen Mentors prepare delicious, nutritious meals for people undergoing or recovering from cancer treatments. On Fridays our Delivery Angels deliver the meals to our clients.

We empower teens by educating them about the connection between our food and our health. We give them the tools necessary to carry this knowledge into the kitchen to create healthy, nourishing meals.



Eligibility

Eligibility for our program includes all 3 of the following:

1. Currently under a doctor's care
2. Facing a serious health challenge such as recovery from surgery, undergoing cancer treatments, cardiac rehab
3. Living in one of our delivery areas: John's Island, Wadmalaw Island, Kiawah Island, James Island, Downtown Charleston, West Ashley, Mt. Pleasant, Isle of Palms, Sullivan's Island, and some areas of North Charleston.

**During the Region 5 Event, we raised
\$17,320 for this amazing charity.**



For more information or to make a donation to AMOR Healing Kitchen, visit their website at <https://www.amorhealingkitchen.org>



In case you missed it...



Little did I know that The Region 5 South Eastern Summit would be the last opportunity for HFMA members to be together for an educational session before our world would turn upside down due to COVID-19.

Looking forward to when we can all be together again!

The conference consisted of 3 breakout session tracks: Physician Services, Revenue Cycle, and Finance and allowed attendees to earn up to 17 CPE hours.

The keynote speakers were amazing. We had the opportunity to hear from:

Anton J. Gunn author and leadership expert

Anton served as a senior official in the Obama Administration and assisted with introducing Main Street to the Affordable Care Act.

During his presentation, he shared his personal experience regarding health care and discovering that even though you have health insurance it doesn't mean that your services will be covered.



Mercedes Ramirez Johnson—inspirational speaker

Mercedes shared the events that took place during the Flight 965 plane crash in 1995. She overcame overwhelming odds and shared her "prescription for success" and how we should never lose situational awareness.

Her message was inspiring and encouraging to all and reminded us to live with intention.

John Quinones—ABC News Veteran & Host

John is the creator and host of "What Would You Do?"

During his presentation, he shared the path that his life has taken him with all of the challenge and obstacles, he has become a very successful role model for many. He also shared a few clips from his TV show; which left everyone laughing and crying.



You can access the presentations for all of the education sessions at: <https://hfmases2020.org/presentations/>

Anniversary Milestones

January through April 2020

Celebrating 60 Years

Lynnwood Young

Celebrating 40 Years

Susan Bichel * Wm. Paul Kearns

Celebrating 30 Years

Nelda Fields * Chris Ray * Michael Ehlen

Celebrating 25 Years

Kevin Murrell * Jeffrey Perkins * Melanie McMaster

Pamela Marek * Shannon O'Connor Rippy

Celebrating 20 Years

Kim Kelley * Christine Pearson * Michael Bunch * Anthony Lantz

Celebrating 15 Years

Michael Womack * Sonya Gould * Michael Bowe * Marissa Evans

Jude Crowell * John Bagley * Willie Brown

Celebrating 10 Years

William Clinkscales * Beth Shealy

Celebrating 5 Years

Alison Stewart * Natalie Heidrich * Mark Vinson * Tina Dailey * Marilyn Galchefski * Bettie Abercrombie

Annual Awards Banquet 01/17/2020



The Founders Award Program

This program is a personal incentive program designed to encourage, monitor and recognize individual involvement in HFMA. The program provides an equitable way to translate activities into points. Over time, it will measure member involvement. You can look at a collected number of points to determine how active an individual member of HFMA is. The program features four different and sequential levels of awards.

This year's recipients are:

The Follmer Bronze:	Robert Griffin	Jacklyn Carter Glenn
	Yulia Milli, FHFMA	Douglas Burrell, FHFMA, CRCR

The Reeves Silver: Michael Bowe, MBA, CMA

The Munchie Gold:	Danielle Gori, FHFMA, CRCA	Michael Jebaily, FHFMA
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Al Turner Past President Award

This award is based on nominations received from the membership. And is presented to one of our past presidents who is an outstanding leader. One who demonstrates by example in their daily life the strong values they live by and a genuine concerns for others. This person has provided service to the chapter, to their community and civic organizations, as well as the healthcare industry generally.

This year's recipient is: Candice Powers [2018-2019]

Ruth H. Nicholson Award

This award is presented to the most active member; based on a system of points, this award is presented to honor the individual who has most activity served the Chapter during 2017-2018.

This year's recipient is: Barney Osborne [2018-2019]

H. Ray Everette Award

This award is given to a member who has been a loyal, devoted, and a truly outstanding member for the past several years. The recipient is selected from nominations received, in addition to other established criteria based on unselfish contribution of an individual to the area of healthcare financial, and our state chapter.

This year's recipient is: Lawrence Laddaga [2018-2019]

CRCRA Graduates 2019

Beaufort Memorial Hospital	Kristen Lee	Christina Milliken	
Bon Secours Physician Services	Beth Wells	Rosemary Lheirisson	
Edgefield County Healthcare	Marsha Boone Annette Greene	Carolyn Eustace Jo Knight	Brittany Green Deidra Wilson
Lexington Medical Center	Deborah Anderson Wenona Coston	Danyelle Atkins Amber Hudson	Kate Bradberry Ashley Jeffcoat
	Susan Lanham Mary Stites	Stephanie Porter Linda Wilson	Kristina Saleeby Megan Yongue
MCG Hematology Oncology	Samantha Lee		
Prisma Health	Belinda Polite	Jamie Peake	Jenna Duane
Self Regional	Diane Cape Katrina Robertson Marianne Woiczehowski	Erika Crocker Christa Shealy	Savannah Green Jacqueline Young
SC Office of Rural Health	Britton Herbert		
Spartanburg Regional	Christina Black Charetta Green Jacqueline Putnam	Judy Brown <u>Katy Kitchens*</u> Chasity Roper	Heather Duncan Christina Price Sheila Sigmon
Tidelands Health	Stacy McGuire	Lucretia Sanders	
The Virtual Business Office	Cierra Gilliam Amy Sielicki	Sammuel Jackson	Katherine Ploetzke

**indicates highest score*



Certified Members

Amorette Camille Raymes, CHFP
 Barbara I Cook, CHFP
 Barney E Osborne, Jr., FHFMA
 Bill Gay, CHFP, CPA, CIA, CRCR
 Blake Kyzer, CHFP, CSBI
 Blix M Rice, CHFP
 Bridgette Tinsley, CHFP
 Bruce Davis, FHFMA
 Bryan Cox, CHFP
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 Gwen F Stubbs, CHFP
 J David Sudduth, FHFMA
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 Jasper A Powell, CRCA, FHFMA, CRCR

Jeff Green, CHFP
 Jeffrey L Perkins, CHFP, CPA
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 Jeraud G Hammond, FHFMA
 Jessica M Curtis, CHFP, CRCA
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 Jordan L Heavner, MHA, CHFP
 Jorge Llopis, CRCR, CHFP
 Julie M Fowler, CHFP
 Justin King, CRCR, CHFP
 Kam Mok, CHFP
 Kathleen M Stapleton, CHFP
 Kellie Clement, CHFP, CSBI
 Kevin Moore, CHFP
 Kelly Morgan, CHFP
 Kia Edwards, CSMCCHFP, CSAF
 Kimberly B Green, CHFP
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 Kyle E Herbert, CPA, CMA, FHFMA
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STAY TUNED!

Since we have had to cancel the South Carolina HFMA Annual Institute this month, I will be sending out a special edition newsletter that will provide you with all of the information regarding the new officers and board members for the coming year; including a special message from our 2021 President Jasper Powell.

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