

Sunflower Seeds



This publication is intended to be a recap and contain insights, tidbits, or “Sunflower Seeds” from each of our quarterly conferences. Read on for highlights from The Sunflower Chapter’s Revenue Cycle Improvement Workshop, held July 16 and 17 in Hutchinson, Kansas.

Conference Day One

Hospital Financial Benchmarking, Board Reporting and Financial Performance Standards –

- Shannan Flach, KHA; sflach@kha-net.org
- Benchmarking can add context to your reporting, such as how the organization performs over time, budgetary constraints, and peer comparison
- QHI is a free resource from KHA that provides data that may be helpful in benchmarking

Front End Revenue Cycle –

- Liz Murphy; lizmurphy@chcsks.org
- A strong front end is very important to an organization
- Prevention is generally more successful than correction

Coding, Compliance, and Charge Integrity –

- Julia Gonzalez, Forvis Mazars; Julia.Gonzalez@us.forvismazars.com
- Revenue integrity is essential for revenue and compliance
- Most leakage occurs before claim creation

Denials Prevention –

- Richelle Marting, Marting Law, LLC; rmarting@richellemarting.com
- It is vital to understand your payer contracts
- Kansas status states that a late response in an authorization request is considered approval

The Hidden Cost of Rework –

- Lindsay Shababy, Ironwood Consulting Group, LLC; lindsay@theironwoodteam.com
- Small hospitals can have advantages in improvement
- Rework is financially crippling hospitals so review your processes to identify where you can make improvements now
- The main categories causing rework are (1) missing information, (2) broken handoff, (3) no standard, and (4) work arounds

HFMA Certification

- Andrew Purcell, Sunflower Chapter HFMA President; Andrew.purcell@cckheart.com
- Certifications encourage professional growth
- Many certifications are free with your HFMA membership



Conference Day Two

Revenue Cycle Communication - How to un-silo the silos –

- [Laura Ashmore/Brenda Olson, GPHA](#); lashmore@gpha.com, bolson@gpha.com
- Organizations should create a Revenue Cycle Action Team (RCAT)
- Meeting as a Revenue Cycle team regularly allows you to improve communications and solve issues timelier

Clean Claims & Rework Reduction Panel –

- [Brenda Olson/Laura Ashmore, GPHA](#) lashmore@gpha.com, bolson@gpha.com
- Working as a team in the Revenue Cycle has a significant impact on your clean claim rate
- By working as a team to identify issues early, you reduce the number of times an account has to be touched

Revenue Cycle Panel –

- [Shannan Flach, KHA](#); sflach@kha-net.org
- No margin, no transformation
- Your hospital culture impacts staff and labor wages

Self-Pay AR and Patient Collections - The Mindset behind the Money –

- [Mara Morgan, ARSI](#); mara@arsico.com
- “Money funds the mission”
- Insight: Balance your organization’s mindset between business, patient, and community
- Not every unpaid patient balance is the same

Are you following us on [LinkedIn](#)?

