

Facts & Features



AHA Services, Inc.
 A for-profit subsidiary of the Arkansas Hospital Association

Spring Edition

Volume 17, Issue 2

Developing and providing value-added services and programs, which benefit the members of the Arkansas Hospital Association

Physician-conducted Medical Record Reviews



FairCode Associates, LLC was founded in 2001 by a team of physicians and nurses to improve coding documentation and compliance in hospitals, ambulatory surgery centers and physician practices. It is dedicated to the correct documentation of patient acuity and ensuring that its clients receive full compensation for the care they render. FairCode's specially trained physicians and coding professionals have been working with clients nationwide. This list includes academic medical centers, teaching hospitals, rural community hospitals, and multi-hospital health systems. Likewise, FairCode's expertise in ambulatory surgery center coding has facilitated dramatic improvements for ASCs.

FairCode excels in bridging the gap between clinical documentation and the assignment of codes using advanced technology to support

peer-to-peer communication with attending physicians and surgeons.

FairCode's commitment to quality and accuracy is matched only by its clinical and coding experience. And yes, FairCode understands good, old-fashioned service.

Benefits

- Proven revenue cycle management strategies
- A decrease in risk from Medicare/ Medicaid penalties for incorrect up-coding
- An increase in revenue from identification and correction of incorrect under-coding
- Peer-to-peer training and queries to your medical staff
- A physician advisor on your team who knows the language of coding!
- Clinical input for greater specificity in preparation for ICD-10
- Tools to improve coder productivity
- Online, real-time, facility-specific performance reports
- Improved quality reports for individual medical staff members and your facility

"The truth is always right"

The motto sounds simple enough... but in the context of medical records coding, it's the very bottom line. **"The truth is always right."**

*Physician-conducted MRR,
 Continued on Page 8*

What's inside:



<i>Physician-conducted Medical Record Reviews</i>	1, 8
<i>Talent Management: Navigate the Way to Success</i>	2-3
<i>Guldmann's 3HG Lift</i>	4
<i>Having Fun in the Sun?</i>	5
<i>Are You Missing a Critical Tool?</i>	6, 9
<i>Merritt Hawkins adds Social Media</i>	7
<i>Practicing Wellness</i>	9

Need Business Assistance?

Contact

AHA Services, Inc.

501.224.7878

Talent Management: Navigate the Way to Success



careLearning, chosen as a 2012 Learning! 100 Award winner for the second year in a row by *eLearning Magazine* will offer its first national conference in October titled, "**Talent Management: Navigate the Way to Success.**" You will hear from subject matter experts on the latest information and philosophies in healthcare education and talent management. You will also hear from the experienced and professional *careLearning* staff as well as *careLearning* customers who will participate in discussion panels.

2012 National Conference General Information

Location

- Embassy Suites
300 Court Street
Charleston, WV 25301

Dates/Times

- Monday, October 22, 2012
8:30 am – 4:30 pm
- Tuesday, October 23, 2012
8:30 am – 12:00 pm

Topics

- Using eRegistrar for Talent Management
- Hire and Retain the Right Employees
- Automating your Orientation Program using *careLearning*
- Choosing the Right Candidates using *careSkills*
- Identify Talent Gaps in your Organization
- Instructional Design for Adult Education
- Creating Effective Competency Assessments
- Private Courses: A Discussion Panel of Hospital Educators
- Leadership Development
- Performance Management: Managing Behavior and Results
- How to Use Articulate
- Managing Live Education in *careLearning*: A Discussion Panel of Hospital Educators
- Creating Development Plans
- Using Reports to Analyze Results

Speakers

- **Clint Maun – Keynote Speaker, Maun-Lemke President and Senior Partner**
Clint Maun is nationally recognized for his innovative expertise in healthcare consulting, speaking and research. He is one of a select few to receive the CSP designation of distinction, Certified Speaking Professional, from the National Speakers Association.
- As co-founder of Maun-Lemke Speaking and Consulting, LLC, Clint has more than 38 years of experience in healthcare operations, management, leadership, quality enhancement and self-development programs. Clint's acclaimed leadership process has been successfully implemented in small and multi-facility businesses nationwide. His visions, ideas, techniques and innovative solutions are currently at work in thousands of organizations throughout the country.

Since 1984, Clint has concentrated on “changing the results of healthcare” and improving the “people business” of the healthcare profession. He consults and speaks on a diverse range of critical challenges facing healthcare, from revenue and marketing strategies to service excellence, as well as optimizing employee effectiveness. Clint's strength is optimizing organizational effectiveness with programs targeted to the 3 "C's" of healthcare: Customers, Co-workers and Collaboration. Clint has the proven ability to motivate individuals to positive action and implement results-oriented change. Clint also provides free proven and practical best practice stories, tips and anecdotes daily on Clintcast.com.

- **Christine Hipple – Competency and Performance Management Expert, Director of Workforce Solutions, Avilar Technologies, Inc.**

Chris has more than 20 years of strategic human resources and training experience across several fields. She has held leadership positions with Magellan Health Services, the U.S. Senate, and University Physicians, Inc. and has worked as an independent Organizational Development and Training Consultant. Her portfolio of talent management initiatives include establishment of both human resource and learning departments, implementation of a competency-based pay-for-performance program, development of a formal internal mentoring program and competency-based talent selection processes.

Chris is an active volunteer; she has served as president of the Maryland chapter of ASTD, founded a special interest group for training consultants, serves as a writing coach for College Summit, and tutors in the Howard County Project Literacy program. She has been a speaker on a variety of talent management subjects for national and local chapters of SHRM, ASTD, MGMA, SALT and other organizations. She holds a Bachelor's Degree in Education from Indiana University of

Pennsylvania and is completing a Master of Arts in Instructional Systems Development at University of Maryland Baltimore County.

- **Nancy Munroe – Instructional Design and Learning Strategies Expert, Founder and CEO of KnowledgeShift**

Nancy has more than 18 years in helping organizations implement and deploy learning strategies. Nancy has worked with organizations like Motorola, Eaton and Kraft as well as small-to mid-sized firms helping them decipher how best to address performance challenges that align to their structural capabilities and revenue goals.

Nancy has developed various training programs utilizing a blend of solutions that include ILT, synchronous, asynchronous, podcasting and mobile. She recently co-wrote a guide book for virtual trainers, **Beyond PowerPoint - Tools & Tips for Virtual Training**.

In the last five years, Nancy has focused on assisting organizations in deploying newer learning technologies and helping clients determine how to best leverage and migrate content over to some of the newer platforms. She has put a great deal of time and effort into mastering these newer platforms and provides guidance to other trainers through various educational mediums such as webinars, training classes and coaching sessions.

Nancy speaks at various conferences such as the eLearning Guild, ASTD, and SALT and has served as a contributing columnist to *IDEAS Magazine*. Nancy has a Bachelor's Degree from Northwest Missouri State University and has completed the Tuck Bridge Executive Education program at Dartmouth.

For more information about the careLearning National Conference contact Laura Register at 866.617.3904.

Guldmann's GH3 Lift

– NEVER ANYTHING LIKE IT –

CARELIFT MANAGEMENT

- Number of Lifts
- Duration of Lifts
- Time & Date Stamp of each Lift



INTEGRATED SCALE

- Kilo or Pounds on Hand Control Read
- 550,660,770 or 1100-Pound Lifting Options

SERVICE PROGRAM

- Date of Last Inspection
- Scheduled Date of Next Inspection
- Adjust Lifting Speed



Guldmann™

Marilyn Olson
GULDMANN REGIONAL DIRECTOR
Oklahoma City, OK

5525 Johns Road, Suite 905
Tampa, FL 33634
USA

Toll Free 800 664 8834
Tel. 813 880 0619
Dir. tel. 405 808 9211
Fax 813 880 9558

mo@guldmann.net
<http://www.guldmann.net>

Having Fun in the Sun? Sport Safety Eyewear



Drop by the busy office of VSP doctor Edward Melman, and you'll quickly understand why he loves to tell visitors: "We're very serious about delivering high-quality eyecare, but we also know how to have fun!"

Dr. Melman, an optometrist who's been practicing in Voorhees, New Jersey, for 26 years, is a graduate of the Pennsylvania College of Optometry. He's also committed to helping young athletes protect their vision during summertime recreational activities, whether it is swimming, little league baseball, or pick-up basketball games. In recent years, he's become a spokesman for youth sports vision safety in his community—and has taken on the role of team eye doctor for the local Camden Riversharks minor league baseball team.

"One of the best things about summer is that kids can get outside and have some fun," says this veteran eye doctor. "But it's also very important for parents to ensure that their children's vision is protected during summer-time sports activities."

Dr. Melman's key recommendations for fun in the sun are as follows:

- Make children wear a vision-protecting batting helmet when hitting at the plate.
- If a child wears contact lenses to the swimming pool, provide "one-day contacts" that can be thrown away daily; this will greatly reduce the chance of eye infection.
- Young basketball players can get physical; encourage them to wear polycarbonate goggles to prevent abrasions of sensitive eye tissue.
- Always make sure children have sunglasses rated to block both UVA and UVB radiation.

Dr. Melman says he's extremely serious about trying to make sure the kids in his community don't join the ranks of the estimated 100,000 children who suffer sports-related eye injuries each year.*

A tireless advocate of sports vision safety for children, Dr. Melman prides himself on offering state-of-the-art vision correction along with custom-fitted eyewear that provides maximum vision safety for all his young patients.

"We work hard to give each of our young patients outstanding service," says Dr. Melman, "but we also know how important it is to share our enjoyment of life—especially during the summer sports season, which is my favorite time of the year!"

**National Eye Institute*

There are more than 300 VSP eye doctors in Arkansas.

Visit www.vsp.com for more information.

Manage Travel and Per Diem Agencies
Manage Multiple Vendors
Lower Staffing Spend
Improve Quality of Agency Staff
Reduce Phone Solicitations from Staffing Agencies

Medefis makes temporary staffing easier, more *efficient*
and more *cost-effective* than ever.



Medefis

www.medefis.com

Shawn White

866.711.6333, ext. 128

shawnw@medefis.com

Are You Missing a Critical Tool?



In order to succeed in today's challenging healthcare environment, you need to improve quality, increase patient satisfaction scores, reduce cost AND ensure that you bring in enough revenue to continue offering the health services that your community needs. As government revenue shrinks, inpatient volume declines, and non-hospital competition begins entering the outpatient market, you need to focus on profitably growing volume and on increasing payments for the patients you already serve. Without accurate, current and complete information about your strengths and weaknesses relative to the changing healthcare market, you could be undervaluing your services and missing revenue enhancement opportunities. **Without accurate, timely, and comprehensive market data, you could be facing thousands and even millions in lost revenue.**

Your community is counting on you to remain financially viable for the long term, so you need a revenue management strategy backed by data. The PDS paid claims information provides you with the market intelligence and reimbursement benchmarking tools you need to support your strategy. Here are three ways this data will help you:

Quantify Known Opportunities:

Thinking about offering a new service? Before you invest in developing a new service line, you can use PDS data to see what your peers are being paid. Build your forecasts using actual current paid claims information. Your decisions are too important to risk using estimates from outdated or questionable sources.

Find New Opportunities:

Are you wondering what other opportunities may exist for profitably adding volume? You can mine the data to find low volume, highly paid service lines with good outcomes, and focus on these as targets for growth. You could even begin attracting patients from out of the area as you become a leader in these services.

Improve Commercial Contracts:

Do you have a sense that you are being underpaid, but don't know by how much or in which service lines? PDS data will show you where you stand for every contract and every service line.

Are You Missing a Critical Tool?, Continued on Page 9

Merritt Hawkins is Now Social—Join Us!



Become a Merritt Hawkins fan on Facebook.

Join a community of physicians and industry leaders for our latest news, discussion boards, and the best tips on how to obtain your ideal job.



Join our official LinkedIn group.

Meet industry leaders, engage in conversation about topics important to physicians and healthcare leaders today and get your questions answered.



Follow us on Twitter for the latest Merritt Hawkins updates, resources, jobs and posts. Feel particularly strong about something we posted? Then re-tweet it for others to see.



Check out the Merritt Hawkins blog!

Dedicated to physicians, our Candidate Corner Blog provides tips and news of interest. In-house recruiters and executives can share their thoughts with us and learn about physician recruitment trends through our Ask the Experts Blog.

On the Go? Let Merritt Hawkins Help.



Mobile Text Alerts

Sign up to receive the latest permanent jobs for physicians on your cell phone or mobile device! This free opt-in service makes your job search easier. Through Merritt Hawkins' mobile job alerts gain access to the newest and best positions for healthcare professionals as soon as they become available.



Merritt Hawkins iPhone App: MHA

Now you can stay in touch with the latest jobs in your specialty and region of choice, save your most recent job searches and connect 24/7 to Merritt Hawkins to apply for positions. This free iPhone application can be downloaded at no cost to you through the iTunes App Store.















SCAN HERE to download our **Mobile App**

MERRITT HAWKINS
an AMN Healthcare company



Reasons to select FairCode!

-  FairCode is the only DRG review firm that is staffed 100% by physicians.
-  FairCode has always returned a positive Return on Investment (ROI) for the client.
-  The physician reviewers are linking the nuances of medicine in the chart and can correspond, peer-to-peer with the attending physician, to clarify the clinical issues.
-  FairCode physicians are supported by DRG tables, that show for each DRG, across multiple groupers, the changes that have been made by other FairCode physicians.
-  With over 600,000+ audits completed, FairCode's "pull lists" have marked statistical significance.
-  FairCode can review both concurrently (before the claim is dropped) or retrospectively.
-  FairCode is the only physician audit company with an on-line query library – over 4,500 queries.
-  Faircode's software and database allows clients to assess the impact of FairCode's review immediately.
-  Physician-generated queries are much more effective in obtaining responses from the facility medical staff.
-  FairCode's work complements Clinical Documentation Improvement (CDI) programs.
-  FairCode physicians conduct a daily telephone conference at the end of each shift with the facility's coding professionals .
-  FairCode never bills on a contingency basis as this may put the client on the OIG radar screen.

Physician-conducted MRR, Continued from Page 1

The goal of FairCode Associates is to improve coding documentation and compliance for client hospitals. In order to do this, FairCode deploys a team of specially-trained doctors and coders who work as consultants with the client coders.

FairCode audits improve the accuracy of the coding, which benefits the hospital client and guides physicians toward more accurate documentation. Expected mortality rates and lengths of stay come into alignment with the actual rates and quality reports reflect the change.

The diagnosis and procedure codes dictate how the hospital is reimbursed and with more accurate coding, the client rests assured that the most appropriate payment is received for the patient care they provided. FairCode technology and human resources often layer onto the current initiatives that clients have implemented to yield substantial improvements in quality and financial metrics.

FairCode Services

Specifically trained physicians, using FairCode's audit support technology, collaborate with hospital coders to more accurately code diagnosis and procedures. Physician-to-physician dialogue improves and clarifies the medical record documentation so that appropriate codes are selected and sequenced for final DRG assignment.

Trained Physicians

FairCode physicians undergo a rigorous training process, beginning with on-line training, using a series of samples charts that take the physician through sequential steps in learning the rules and regulations related to MS DRG coding. They are then trained in the use of coding software: 3M, Win Coder and Cascade. Query writing and the use of FairCode's SQL database are the last critical elements of this phase of the physician's training.

Visit www.docuvoice.com

Or contact Bob Stewart, DocuVoice,
866.565.9900.



Are You Missing a Critical Tool?, Continued from Page 6

Did you know that in Arkansas, some hospitals are being paid up to twice as much as their peers for providing the same service?!

Armed with the same market data the payers have had for years, you will have the confidence to hold your ground during negotiations and demand the rates you deserve. See what a current PDS user is saying:

“For years our major payers have had access to data that has given them tremendous advantages over us. They have used data as leverage during contract negotiations and we have been at a loss to offset that leverage. With PDS, we now for the first time can level the playing field and have more impactful discussions”.

Woody Castleberry
Managed Care Coordinator
White River Medical Center

To learn more about how accurate, current market reimbursement information can help you ensure long term financial viability,

Visit www.pds-data.com or contact:

Tina Creel
Vice President AHA Services
Arkansas Hospital Association
tcreel@ahaservicesinc.com
501.224.7878

Leslie Gold
Vice President Professional Data Services
Hospital Association of Southern California
lgold@hasc.org
213.283.8003
310.991.5340, cell phone



Practicing Wellness
The What, Why and How
of Employer-Sponsored Wellness Programs

What do we know about launching successful wellness programs? Why do we need them? How are they structured? We will be providing advice and guidance to these questions and more during an upcoming educational session on May 16.

And, you're invited!

Wellness programs are increasingly important not only to save employers money, but also to help employees be more productive. During this session, we will review why these programs are growing in popularity, what approaches companies are taking (from high-tech to high-touch) and what barriers exist when creating successful programs.

RSVP today to secure your spot!

Practicing Wellness Session
Date:
May 16, 2012
Time:
10 a.m. to 2 p.m.
Place:
AHA Classroom
419 Natural Resources Drive
Little Rock, Ark.



AHA Services, Inc. Endorsed Companies

Amerinet - Group purchasing organization. Product standardization and utilization, financial tools beyond contracting and alliances that help lower costs, raise revenue and champion quality. www.amerinet-gpo.com. Rafael Rodriguez, NW AR, 877.711.5700, ext. 8029. Mike McGraw, AR, 601.613.5477.

AUDIT Trax - Webbased management tool for RAC audits. www.njha.com/hbs/audit-trax.aspx. Maureen Barrie, 609.275.4108.

BancorpSouth Insurance Services, Inc. - Liability insurance products and services, AHA Workers Compensation Self-Insured Trust. www.rkfl.com. Floyd McCann, 501.614.1179. Sherman Moore, 501.614.1183. Ray Robinson, 501.614.1139.

careLearning.com - Mandatory education including Health & Safety Compliance courses; webinars - online, interactive courses; competencies addressing core or discipline-specific education; continuing education toward licensure or various types of certification; hospital-specific private courses; nursing education. www.carelearning.com. Liz Carder, 501.224.7878.

careSkills - Competency Management System for workforce planning, employee selection, strategic learning, performance management, career development and succession planning. www.carelearning.com. Liz Carder, 501.224.7878.

ControlPay® Advanced - Earn monthly revenue share by replacing paper checks with electronic payment through the Visa®Network. Brandon Faircloth, 337.296.1420. Mike Simonett, 816.234.2565.

Denial Management Services - Manage QIO, MAC, CERT, RAC & Commercial Insurance, Admission Denials. www.fhahims.org. Barbara Flynn, 407.841.6230.

DocuVoice - Marketing/consulting company that specializes in outsourced coding/transcription solutions to address healthcare needs. DocuVoice's solutions also include ICD-10 assessment/training services, encoder software and physician-conducted chart reviews. DocuVoice's team works closely with you to design a custom program to address any of these areas by identifying your current situation at no charge. www.docuvoice.com. Bob Stewart, 615.275.7312.

Guldmann - Safe patient handling and moving; Ceiling-mounted lifts. www.guldmann.com. Marilyn Olson, 405.808.9211.

Hagan-Newkirk Financial Services, Inc. - Single source solution for employee benefit needs. Providing benefit design and consulting services, benefit enrollment solutions, custom employee education strategies, compliance assistance, wellness programs and payroll processing services. *Creditguard*. www.hagan-newkirk.com. Chris Newkirk, 501.823.4637.

HealthCAREERS Network - Online recruitment, advertising and career solutions for the healthcare industry. Delivers content, job postings, news, events and career resources that are customized to a candidates' career path and relevant at every stage of their healthcare career. www.healthcareers.com/aha. Gary Seaberg, 214.256.4811.

Information Solutions - Instant criminal backgrounds, social security traces, motor vehicle records for all 50 states, credit reports. www.criminalsearch.com. Sheila Moss, 479.263.0279.

Med Travelers - Temporary allied health professional staffing, temporary mid-level health professional staffing, locum tenens-allied health professionals. www.medtravelers.com. Hiram Colon, 800.788.4815.

Medefis - Vendor Management Solutions. www.medefis.com. Bryan Groom, 866.711.6333, ext. 114.

Merritt Hawkins - Permanent physician staffing, healthcare staffing, recruiting. www.merrithawkins.com. Harold Livingston, 214.801.3774.

nTelagent - managing accounts receivable with a total point-of-service solution. www.nTelagent.com. Jaclyn O'Neil, 225.933.7013.

Press Ganey - Satisfaction measurement (patient/employee/physician/home health), survey instruments, reporting and analytical tools, quality improvement solutions for HCAHPS. www.pressganey.com. Holly Horncastle, 888.300.4470, Tina Minnick, 855.736.4407.

Professional Data Services (PDS) - Revenue benchmarking for hospitals. www.pds-data.com. Leslie Gold, 213.283.8003.

Staff Care, Inc. - Locum tenens-physicians, temporary physician staffing. www.staffcare.com. Erica Gerber, 469.759.8918.

VSP - Vision care. www.vsp.com. Tracey Escobar, 800.638.2626.



◆ 419 Natural Resources Drive ◆ Little Rock, AR 72205 ◆ Phone: 501-224-7878 ◆ Fax: 501-224-0519
◆ Email: tcreeel@ahaservicesinc.com ◆ Website: www.ahaservicesinc.com ◆

AHA Services, Inc. is a for-profit subsidiary of the Arkansas Hospital Association
