

Mountain Talk

HFMA COMMUNITY -

In some ways it seems 2020 has been the longest year ever and in other ways it seems to have sailed by faster than any before. We have our first virtual conference behind us and are quickly approaching our Winter Conference in the coming weeks. If you are able to join us, this is a great way to either get connected or stay connected with all the great people that make up our chapter. Our entire Board of Directors wants nothing more than to get back to in person conferences, hopefully we are able to do that in the spring, and it is something we will continue to assess as we get into the first quarter of 2021.

We finished our business partner campaign for this year lower than the previous year, yet higher than our budgeted expectations given the current economic climate. We have so much to be thankful for when it comes to our relationships and friendships with our business partners. This chapter could not put on our conferences and networking events without their support. I cannot say thank you enough for the continued support from our partners through this tumultuous year.



Also, it is important to note that as a chapter we are continuously looking for new faces to get involved and help advance the mission of the chapter. I can speak from experience and on behalf of the other volunteers we have when I say that the experience of volunteering with WV HFMA is more rewarding personally that it is a commitment of time. Don't get me wrong, there are occasions where volunteering can be time consuming; but the experiences, relationships, travel, personal, and even career growth you will experience from volunteering seems like a payback of 10-1. I would not hesitate to say that without the relationships I have made through HFMA, my career would not have gone in the direction it did. So if you aren't currently involved in our chapter, reach out to me or another member of our board. I feel certain you will look back on it thankful that you did so.

I hope to see everyone in a few weeks at the virtual Winter Conference!

Kyle Pierson

WINTER VIRTUAL CONFERENCE

Save the date!

Our winter conference and awards ceremony 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.

Please visit our website at wvhfma.org to register!



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UPCOMING EVENTS

- Winter Virtual Conference
- Chapter Awards
- Networking Opportunities



WINTER [VIRTUAL] CONFERENCE AGENDA

Day 1 Agenda

Thursday, January 21, 2021

8:30 AM–8:45 AM

Day 1 Welcome Comments

10:05 AM–10:55 AM

2021 Regulatory Update (Session 2)

Speaker(s): Jill Griffith

9:00 AM–9:50 AM

Two Simple Words “Stay Positive” (Session 1)

Speaker(s): Eric Day

11:10 AM–12:00 PM

Creating a “No Surprises” Patient Financial Experience (Session 3)

Speaker(s): Candi Powers & Matt Simon

Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life forever. -Amy Poehler

10 TIPS:

ATTENDING A VIRTUAL CONFERENCE

1. Learn how to use the tool
2. Blocking off your calendar
3. Schedule your time based on live and on-demand
4. Keep your family in the loop
5. Build in snack & meal breaks (find a great suggestion on page 3!)
6. Go old school
7. Attend with others
8. Stand and Stretch
9. Set up appointments and network
10. Set up a time to review & re-watch

-Madison Layman

EVENT BLOG

Cont. on page 4

WINTER [VIRTUAL] CONFERENCE AGENDA

Day 1 Agenda Cont.

Thursday, January 21, 2021

12:00 PM–1:00 PM

Lunch Break

3:25 PM–4:15 PM

The Remote Work Experience (Session 6)

Speaker(s): Jeff Butler

1:15 PM–2:05 PM

What Happens After COVID-19 with Clinicals and Finance (Session 4)

Speaker(s): Lyman Sornberger & Steve Mullin

4:15 PM–4:30 PM

Day 1 Closing Comments

6:00 PM–6:30 PM

Happy Hour Networking Event

2:20 PM–3:10 PM

Resilience—Turning Adversity into Opportunity (Session 5)

Speaker(s): Brian Garver

6:30 PM–7:30 PM

2019–2020 Chapter Awards



WINTER [VIRTUAL] CONFERENCE AGENDA

Day 2 Agenda

Friday, January 22, 2021

8:30 AM—8:45 AM

Day 2 Welcome Comments

9:00 AM—9:50 AM

The best Defense is a Good Offense (Session 7)

Speaker(s): [Jeremy Shaw](#)

10:05 AM—10:55 AM

Denial Prevention Using First Pass Yield As Your Success Measure (Session 8)

Speaker(s) [Lori Zindl](#)

11:10 AM—12:00 PM

The Clinically Driven Revenue Cycle (Session 9)

Speaker(s): [Carol Howard](#)

12:00 PM—1:00 PM

Lunch Break

1:00 PM—1:15 PM

Day 2 Afternoon Comments

1:15 PM—2:05 PM

Price Transparency Discussion (Session 10)

Panelists: [Candi Powers](#)

[Kip Rice](#)

[Leah Klinke](#)

[Andrea Stevens](#)

Moderator: [Marcia Leighton](#)

2:20 PM—3:10 PM

Navigating AI and the New Revenue Cycle Landscape (Session 11)

Speaker(s): [Jason Petrasich](#)

3:25 PM—4:15 PM

Day 2 Closing Comments & Door Prizes

BUFFALO POPCORN

Total Time: 20 Min

Prep Time: 5 Min

Cook Time: 15 Min

Ingredients for 4 servings:

1 teaspoon paprika

¼ teaspoon cayenne pepper

1 teaspoon kosher salt

1 tablespoon sugar

2 tablespoons hot sauce

2 tablespoons olive oil

1 ½ tablespoons coconut oil

1/3 cup yellow popcorn kernels

Preparation

In a small bowl, mix together the paprika, cayenne, and salt. Set aside.

In a separate small bowl, mix together the sugar, hot sauce, and olive oil. Set aside.

Melt the coconut oil in a large pot over medium heat. Add 3-4 popcorn kernels and cover with the lid. Once they pop, add the rest of the kernels and cover, shaking every 10 seconds, until they begin pop. Once the pops are more than 3 seconds apart, turn off the heat and let sit for 15 seconds to allow any final kernels to pop.

Uncover and drizzle the hot sauce mixture over the popcorn. Carefully toss to coat.

Sprinkle the spice mixture over the popcorn and stir to coat evenly.

Transfer to a bowl and eat immediately, or spread in a single layer on a baking sheet and let cool completely before storing in a sealed container for up to 2 days.

Enjoy!

SPRING CONFERENCE

When:

May 19, 2021–May 21, 2021

Where:

Ogelbay Park, Wheeling, WV

*In person is dependent upon state/local COVID restrictions.

*If you're interested in being a speaker for this event, please visit us at wvhfma.org to download our Call for Speakers form.



Ogelbay Resort, Wheeling, WV



Ogelbay Park Falls, Wheeling, WV



Ogelbay Resort, Wheeling, WV

10 TIPS: ATTENDING A VIRTUAL CONFERENCE

1. Learn how to use the tool

Your virtual conference will be hosted online, via a tool you may or may not have used before. To make the most of your time 'onsite,' take an hour or two before the conference begins to play around in the event hub. Find out how to access sessions, check your audio, and work out any glitches. If there's a tutorial about how to get the most out of the conference, watch it! Your experience is in your control.

2. Blocking off your calendar

Work never stops, but when you're attending a virtual conference it should take a backseat – even if only for an hour or two at a time. After all, you chose to attend a virtual conference because you saw value in the speakers, educational sessions, and networking opportunities, so don't throw away the time you have to learn and grow! Make sure your co-workers know when you'll be busy and make an effort not to check email while you're in sessions.

3. Schedule your time based on live and on-demand

Virtual conferences come with a variety of content – some that have to be viewed in real-time and some that can be watched at your convenience. When you build your schedule, pay attention to which session has to be watched live and which are adjustable based on your needs. Consider adding 'live' or 'on-demand' to appointments when blocking out your calendar.

4. Keep your family in the loop

This work from home life means that most of us are never truly alone. Our spouses, our kids, and our pets are only a room away at all times, and all demand a certain amount of your attention. By this point, you've worked out some kind of schedule to separate work time and family time, so keep to that schedule during your virtual conference.

5. Build in snack and meal breaks

One thing you don't want during a day or week of high-intensity learning is to have "hanger" get in the way. Even if you've never meal prepped before, this is a great time to start! Plan out your breakfast, lunch, and snacks. Even figure out your coffee breaks! While an in-person event would have built-in breaks with coffee set up in the hallways and snacks appearing as if by magic, your virtual conference F&B is your responsibility. For a fun treat, consider getting a coffee delivered during a break to keep you caffeinated.

6. Go old school

Take notes on paper! To focus more, keep your attention on the screen, but your fingers off of the mouse and keyboard. Rather than flipping between a notes doc and the conference, where it might be easy to get lost and end up on Instagram or Reddit, keep the screen dedicated to sessions. This means full screen! To network and communicate with attendees, answer live polls, and more, use the mobile event app, keeping your computer free for viewing.

10 TIPS: ATTENDING A VIRTUAL CONFERENCE CONTINUED

7. Attend with others

Conferences are better when you attend them with friends. Any coworkers attending the same virtual conference? Make plans to catch up and discuss keynote sessions after the fact or message them throughout about points you found interesting. This interaction can keep you engaged with the content.

8. Stand and stretch

Don't feel confined to your chair. Build in breaks in between sessions to take a short walk or stand and stretch. And, if you aren't on video during a session that hits in the middle of the afternoon, don't be afraid to stand. Activity, even something as small as standing or walking in place, can wake you up and get you refocused on the content at hand.



“Virtual conferences aren't just for learning – they're for connecting! Networking is alive and well, even at a distance.”

9. Set up appointments and network

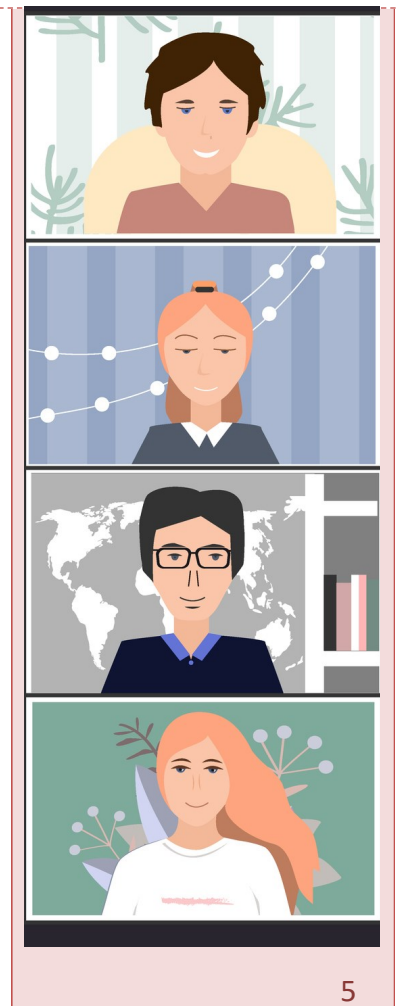
Virtual conferences aren't just for learning – they're for connecting! Networking is alive and well, even at a distance. Set up 1:1 appointments before the event with colleagues and make new connections. Attend happy hours or breakout sessions with other attendees.

10. Set up time to review and re-watch

A benefit of virtual conferences is that sessions are often available on-demand, whether during the conference or right after. If there was a session you want to re-watch or quickly review again, you can! Set aside time each day of the conference or on the final day to review your notes and make the most of the content you absorbed.

August 10, 2020

By: Madison Layman—CVENT Blog





VOLUNTEER OPPORTUNITIES

If you're interested in volunteering please visit our website at wvhfma.org to sign up!

Awards Committee

Communications Committee (Newsletter and 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



KEYBRIDGE & COMMERCE BANK CO-SPONSOR VIRTUAL NETWORKING EVENT: THE NIGHTMARE BEFORE CHRISTMAS



On December 10, 2020 Commerce Bank & Keybridge Co-Sponsored a virtual networking event; The Nightmare Before Christmas.

Participants dressed up as their favorite character, or turned their Halloween Costumes Christmas-y, and met online for networking & fun!

Members participated in a costume contest, and a scavenger hunt.

The winners were as follows:

Costume Contest 1st Place: Andrea Stevens

Costume Contest 2nd Place: Marcia Leighton

Scavenger Hunt 1st Place: Okey Silman

Scavenger Hunt 2nd Place: Bobby Rumer

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is a Morgantown WV based company
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Online access is available 24/7/365 for both clients & consumers.
Our web portal allows clients to upload accounts & are immediately imported to our system
allowing us to start the recovery process as soon as possible. Clients can access and update accounts anytime.

WORDS FROM OUR PARTNERS



We can help you through this difficult time

The future may be uncertain, but our partnership to you is not.

Finding Ways to Recover During the Covid-19 Pandemic

Patient's need people who are understanding. Our collectors will not only empathize with your patients and their needs, but they will help them find a solution to pay their debt.

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WORDS FROM OUR PARTNERS

Uncover Buried Treasure Within Your Revenue Cycle

By Paul Shorosh, AccuReg Founder and CEO



In 2014, a California couple stumbled across a partially exposed, rusty metal can. Curious, they dug it up and what they found made national headlines—the largest buried treasure ever found in U.S. history. Altogether, the couple uncovered eight cans filled with 1,400 gold pieces, valued at \$10 million, all in their own backyard.

You too can uncover buried treasure worth millions—within your own revenue cycle. A critical part of financial executives' jobs is to constantly look for opportunities to reduce unnecessary costs and augment revenue streams to maintain financial success. While there are many traditional cost-savings and revenue-boosting approaches in their playbooks, even the most seasoned executives can overlook revenue that they don't realize has been lost in their revenue cycles—and rarely do their revenue cycle vendors provide the analysis to show how much they have lost.

When you take a step back to understand where your RCM strategy is holding you back, you'll change the financial future of your hospital. Digging into your revenue cycle can uncover millions in buried treasure—money that you've already earned.

Dig into Your Data to Identify Denial Patterns

The first and most important step in growing your bottom line is identifying the denials that are bogging down your revenue cycle and chipping away at revenue. A thorough analysis of your 837/835 claims and payer remit data will identify the recurring denial patterns costing you the most.

And here's maybe the only good thing about recurring denials—they're predictable, which means they are also preventable. Hospitals that begin conversations with AccuReg and take us up on our offer for a complimentary "8s analysis" are more often than not, quick to learn their current RCM vendors aren't as effective at denials prevention as they believed and as a result are losing them millions in revenue they already earned. When you don't fully optimize the front-end, you're more susceptible to the denials and rework that keep you from maximum revenue capture.

A Software That Adapts and Evolves to Meet Your Needs

At AccuReg, we know the traditional mid- and back-end focus on revenue cycle management doesn't work. AccuReg's [market-leading technology suite](#) automatically audits 100% of your patient registrations to detect preventable denials for hundreds of types of common errors in [quality assurance](#), [eligibility verification](#) and [prior authorizations](#).

While you may be thinking, "we already have an automated registration tool," we challenge you to verify that it's continually adapting and evolving to recognize the recurring issues that need immediate attention and then take action to prevent those issues from happening in the future. If it's not, it's just costing you more money. AccuReg Integrated Intelligence™ drives our sophisticated rules engine using predictive analytics that wrap around your entire patient registration process to identify payment risks in real time and prevent future denials. With real-time alerts, your staff will have the know-how to correct issues on the front-end, where it costs the least.

Developing the right revenue optimization strategy will help eliminate:

- Preventable front-end denials and rework
- Pre-authorization denials
- Costly appeals and collections
- Operational costs for collections

3 Ways to Capitalize on Money You've Already Earned

1. Denials and Rework

Preventable errors are costing hospitals billions each year. AccuReg front-end solutions protect the money you already earned by identifying and alerting your staff to the critical errors in patient data and eligibility that lead to denials. Our [Patient Registration Quality Assurance](#) provides a safety net for data entry errors, alerting your staff to any discrepancies in patient information. Our [Eligibility and Benefit Verification](#) automatically audits real-time eligibility data based on specific payer rules and analysis of historical denial patterns. Using these tools, your registrars can correct issues on the front-end, where it costs the least.

2. Patient Responsibility

One key to a healthy bottom line is collecting as close to 100% of the patient bill as possible prior to service. That's because the further those dollars make their way through the revenue cycle, the less value they hold. Too many resources are spent on costly back-end collections and write-offs. [Patient Estimation](#) tools help you collect more money up front by giving your staff and patients access to accurate out-of-pocket cost estimations. This cost transparency allows your staff to start the financial discussions early on, improving POS collections and empowers your patients to make thoughtful and informed decisions about their care.

3. Authorizations

Typical prior authorizations are a manual, labor-intensive process, which can result in errors and denials. Not only do authorization denials cost you needless time and money, they can cause delays in service, which can frustrate your patients and damage your reputation. AccuReg's tech-enabled [Authorization Manager](#) services identifies when authorization is needed, facilitates submission and retrieves payer authorization responses. Registrars receive real-time alerts with instructions to resolve issues and our tech-enabled services give you maximum flexibility to manage prior authorizations, as it's tailored to fit your needs.

Optimize the Front-End of Your Revenue Cycle for Cost Savings

It's time to think different about your revenue cycle and focus on denials prevention—not management. When you concentrate on upfront cash collections versus back-end write-offs, you break the cycle of rework and denials by ensuring quality, accurate data reaches billing.

Stop wasting time and effort correcting issues on the back-end when the solution to cost savings is on front-end optimization. To learn more about capitalizing on existing dollars to save millions, watch our webinar "[Stop Revenue Loss Dead: Recover Millions You Already Earned.](#)"

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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.

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West Virginia HFMA



West Virginia HFMA

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