



# COMMUNIQUE

December 2020/January 2021



At times like these I personally believe we need to slow down and stop to look around and be thankful for the things that are right in the world. It is so easy to focus on what is wrong in the middle of a pandemic. As I write this article, I am looking forward to enjoying a couple days off for Thanksgiving holiday and am so looking forward to turkey and dressing. But in the context of MO MGMA, I see so many things that are right in healthcare. You and I are surrounded by folks that are selfless and put others before themselves every day as we do our very best to care for our communities. We are surrounded by folks that continue to work diligently to ensure we document, code, bill, collect, etc. to the very best of their ability to ensure a solvent practice and to preserve care and jobs for decades to come in our communities. Every aspect of

healthcare has opportunities for improvement and every one of those same areas has so many things that are right as well. I hope you've had a great Thanksgiving holiday and since this is the last article of 2020, I also hope you have a great holiday season into 2021. We have much to be thankful for and so much that is right! You have done so many things right for your community in 2020 even though we are looking forward to 2020 coming to an end. Your community is thankful for you whether they tell you this or not and I suspect they see you and your practice as Masters in Healthcare! MO MGMA is here for you to ensure we equip you and your practice with the skills, data and information, advocacy, education and networking opportunities to make you even better!

I hope you were able to join us for our first Quarterly Connection in November where we had a tremendous group of experts from varying practice sizes and experiences share their perspective on COVID related questions submitted by the participants. The response to the event was outstanding and the feedback afterwards was very encouraging as well. The Quarterly Connection was definitely a hit and will continue with our next event coming in February. Stay tuned for more details.

You should have received your MO MGMA membership renewal notice and at a time that none of us have ever seen before, you no doubt will be challenged to look for ways to reduce budgets. I want you to know how my practice views the importance of skills, data, advocacy, education and networking...we will maintain and in some areas of our practices increase our focus in this area as there has never been a more important time to do so. When we want our children to reach a new height, we encourage them to advance their degrees or learn a new trade and invest in themselves so that they can possess the skills that will position them better in life. Why would we take a different approach in our practices by not continuing to invest in ourselves and the individuals we pay and lead to take our practice to a new height? If you won't advocate for yourself or your team at a time like this, no one else will either.

Our board is here to serve you and your practice. The health of your practice is our primary concern as all of us are doing our best to be Masters of Healthcare. Please ask us about how to get involved in your MO MGMA local chapter if you are unsure how to do that. Again, my name is Kyle Adkins and you can reach me at [kadkins@gvmh.org](mailto:kadkins@gvmh.org) or 660-890-8429. I welcome your email or call about anything having to do with your practice, MO MGMA or membership renewal challenges you may face. We want you and your practice to be involved in 2021 as the healthcare of Missourians depends on you and I. Thank you so much for allowing us to serve you and happy holidays!

Kyle Adkins, CMPE  
MO MGMA President

# RIDING THE WAVES OF HEALTHCARE



Missouri MGMA Spring Conference  
May 5-7, 2021  
Branson Convention Center

Hello friends,

This has to be one of the oddest holiday seasons ever. It is the season of family and togetherness, yet a lot of us cannot share this season with our loved ones. It just does not feel the same.

This is the season of giving. Giving does not have to be expensive to mean something. Give time to a charity, give virtual FaceTime to someone in assisted living or give a Dollar Store toy to a child. On this journey of giving, do not forget yourself. Give yourself that much needed break from this crazy time in healthcare. Go home and read a book, hug your kids, make s'mores inside! I know it is a trying time but we have had them before and we always find the strength in each other to make it through.

It looks like we may have some relief in sight. When this is done and we have had a chance to calm down, come to Branson for our 2021 MO MGMA Spring Conference Riding the Waves of Healthcare. We will have great speakers and vendors as well as plenty of time for learning and networking. We have earned our Luau on the Lake! Hope to see you May 5-7, 2021.



Have a wonderful Holiday Season!

Daun Hills  
2021 Conference Chair and President-Elect  
[daun.hills@coxhealth.com](mailto:daun.hills@coxhealth.com)

## 2021 Membership Renewals

REMINDER

We consider your membership to be an investment and we hope you will renew your membership and continue to receive the many benefits MO MGMA's membership provides. Membership renewals are due January 1st. If you have any questions or have not received your renewal email and dues invoice, please contact [Rebekah Francis](#).

# ACMPE Corner

I'm very excited to introduce myself as Missouri's new ACMPE Forum Representative. Let me explain a little about myself. I've been in healthcare 20 years.....I'm passionate about healthcare operations, physician recruitment and retention, increasing patient satisfaction, quality initiatives and improving outcomes, compliance, communication and relationship building....



SHEESH! Did you see what just happened there? What did you actually learn about ME? Nothing besides I have been in healthcare 20 years. You see, I got lost in the shuffle....lost in the details. Do you feel like you work super hard for your organization but WHAT ARE **YOU** DOING FOR **YOU**? I don't mean shoe shopping (BUY THE SHOES, SERIOUSLY.....ALWAYS, NO REGRETS!) What are you doing to make yourself better, advance your career, prove your worth to your organization or the next position you seek? Now is the time.....don't get lost in the details, make your advancement to ACMPE or continuing on to FACMPE a priority. It is time for YOU!

## WHAT YOU NEED TO KNOW:

ACMPE Board Certification Preparation Course is from November – March, the live webinar is December 1, 2020. Seven self-study session modules and one exam that allows you to claim CEU credits.

For those nominees most comfortable testing under the **current Book of Knowledge framework**, this is your last chance.....you must test by the end of this month!

For those interested in testing **under the new BOK framework**, if you take the tests between December 1<sup>st</sup>-31<sup>st</sup>, you will qualify for a promotion of \$50 off a product.

Please visit the [ACMPE Certificates page](#) for 2 separate certificate opportunities: Payer Contracting and Telehealth.

Why now? Why not? There will always be something.....Holidays, pandemic, kids sports seasons.....again, what are YOU doing for YOU? I once received a compliment that didn't feel like a compliment initially. I was told that the reason I had made it as far as I had was because of one thing.....GRIT. It bothered me. It made me feel rough around the edges, unpolished.....and I couldn't let it go.....until I found the following description:

***Grit is the mental toughness and passion that propels you toward achieving your vision for life. It's the key to remaining focused and motivated. Rather than courage or exceptional talent, grit is the tenacity, perseverance, resilience, and willingness to keep you going despite obstacles. It is quickly adapting to new circumstances and being committed to work hard for long periods, trusting that if you can't see the light at the end of the tunnel, you will light that sucker up yourself.***

# ACMPE Corner

The description floored me. I am not especially courageous or talented, but I am so many things....and so are each of you.

If you are thinking about advancing your career, MGMA has the tunnel built.....LIGHT IT UP!

Stacey Reitzel, FACMPE  
ACMPE Forum Representative, Missouri MGMA  
[sreitzel@pchmo.org](mailto:sreitzel@pchmo.org)

## Congratulations!

***Special Congratulations to  
Kimberly Menefee from SSM  
Health in Mexico, Missouri on  
the completion of your CPME in  
October 2020!***

**GET STARTED NOW!**

- Those who test in December will receive a \$50 MGMA credit.
- Exam retakes for those who test in December are \$100 instead of \$165.
  - \*Discount for only one retake, per exam.
  - \*Purchased retakes will follow exam scheduling rules, including no re-funds.

Call the service center to claim: 877.275.6462 ext. 1888



**December 16th: 2021 Reimbursement and Coding Changes**  
**Presenter: Kim Huey, MJ, CHC, CPC, CCS-P, PCS, CPCO, COC**

[Register Now](#)

Get ready for 2021 with this overview of coding and reimbursement changes. Join Kim Huey as she reviews the ICD-10-CM and CPT coding changes – and discuss documentation updates needed to support the new codes. This session will also review the CMS changes for evaluation and management coding and reimbursement and help to analyze the impact on reimbursement. How will Fraud and Abuse efforts change in response? This session will cover:

CPT code update for 2021

ICD-10 CM code update for 2021

Fraud & Abuse Outlook for 2021    Focus on office visit coding changes

Speaker Kim Huey, MJ, CHC, CPC, CCS-P, PCS, CPCO, COC has worked with providers in virtually all specialties, from General Surgery to Obstetrics/Gynecology to Oncology to Internal Medicine and beyond. She has spoken at the national conference of the American Academy of Professional Coders, the American Health Information Management Association, the Health Care Compliance Association, and has presented audio-conferences for AHIMA, DecisionHealth, The Coding Institute, Coding Leader, Intelicode, and Progressive Healthcare. Kim completed a Bachelor's degree in Health Care Management and went on to obtain certification through the American Academy of Professional Coders and the American Health Information Management Association.



# LEGISLATIVE NEWS

Being new to the Missouri MGMA Legislative Liaison role, I wish to take a portion of this article to introduce myself. My name is Richard Langholz and I serve as the Director of Clinic Operations at Hannibal Regional Medical Group, in Hannibal MO. I am a graduate from the University of North Carolina's Health Policy and Administration Program. My experience in medical group management includes serving as an Administrative Fellow for a 100+ multi-specialty group, administrator for a four-physician Family Practice group, Program Coordinator for University of Iowa College of Medicine, Assistant Vice President of Operations and Finance and consulting work. I look forward to bringing my experience and knowledge to help the membership of the Missouri MGMA in keeping abreast and involved in legislative actions of importance to medical practices here in Missouri.



As we begin this new legislative year, the Missouri MGMA Board has identified legislative issues we intend to focus on during the year. While these are the issues identified, we recognize that circumstances may require us to switch focus to other areas. The current issues identified by the Board to pursue include:

- Statewide Prescription Drug Monitoring Program
- Full Implementation of Medicaid expansion
- More Transparent credentialing process similar to the prompt pay statute which would require newly credentialed providers back to the date of their completed application for credentialing.



We will be keeping you updated on these issues along with ways you can be involved as more information comes out of Jefferson City on these issues.

Currently, while the Missouri Legislature is not in session, there is still action occurring at the State House. A couple of items of interest include;

## ⇒ **Plans for COVID vaccine distribution**

The state came out with a [COVID-19 vaccination plan](#), that details how it will pass out the vaccine to Missouri residents when one becomes available. State Implementation Team is responsible for overseeing and implementing the effective deployment of *Missouri's COVID-19 vaccination plan* and providing critical services, such as IT support, *vaccine distribution* planning, and sharing of best practices between Regional Implementation Teams (RIT).

# LEGISLATIVE NEWS

## ⇒ Extraordinary Session of Legislature

The Governor has called for a special session to convene to appropriate additional spending of federal COVID funds. In addition, he is recommending expanding legislation around liability protection during a declared public health emergency. This includes liability protection for healthcare workers, manufacturers of products used in direct response and premises liability for exposure claims. There

are also plans to address ways to use the approximately \$1B in Coronavirus Relief Funds that remain in the state's coffers. In November the House passed a supplemental budget bill but positive COVID-19 tests among Senators and staff have delayed final action on these items until after Thanksgiving.



## ⇒ Extension of State of Emergency

Governor Mike Parson extended the COVID-19 state of emergency to March 31, 2020. The Governor also issued a public health warning urging individuals to take precautions to prevent the spread of the disease.

## RESOURCES FOR YOU AND YOUR PRACTICE:

The links below provide details around the programs related to COVID relief funding available to healthcare practices in response to the PHE.

- [Provider Relief Fund \(PRF\) Data Elements and Reporting Requirements](#)
- IRS [Rev. Proc.](#) and [Rev. Rul.](#) on the tax deductibility of forgiven PPP expenses
- [CMS Advanced and Accelerated Payment \(AAP\) Program Loan Repayment Terms](#)

I will work to keep you updated, either through the newsletter or through special notifications. In the meantime, if you have questions or concerns, you may reach me at [Richard.Langholz@hannibalregional.org](mailto:Richard.Langholz@hannibalregional.org). In the meantime, be sure to keep abreast of issues under consideration/action at the Federal level by subscribing to The Washington Connection <https://www.mgma.com/advocacy/washington-connection> or reaching out to the MGMA Governmental Affairs Staff.

Richard Langholz, CMPE, FACHE

MO MGMA Legislative Liaison

[Richard.Langholz@hannibalregional.org](mailto:Richard.Langholz@hannibalregional.org)

# Trends in Healthcare Payments Tenth Annual Report

By: Deirdre Ruttle

Each year, InstaMed publishes the [Trends in Healthcare Payments Annual Report](#) for the purpose of promoting awareness, change and greater efficiency in healthcare payments. The report is created using data gathered from the InstaMed Network as well as surveys of consumers, providers and payers nationwide. Over the past decade, the report has made clear the growing role of consumer payment responsibility in healthcare payments and corresponding impacts for providers and payers, as well as advances seen in payment technology and adoption.

For 2019, the trends reveal a preference for digital payment options in healthcare, especially for consumers. The impact of COVID-19 and long-term precautions around human and manual interactions stand to accelerate this demand for digitization and will include a focus on contactless payments.

## Importance of Consumer Experience

Consumers owe more for medical bills and health plan premiums than ever before and are demanding digital options to make those payments. Since consumers are entrenched in the digital world outside of healthcare, they expect healthcare payments to be similarly digital. Among Millennials in particular – the generation that is becoming the largest population of working adults in the U.S. and the dominant consumer group in healthcare – there is near-ubiquitous use of connected devices.



While consumer healthcare costs are now growing more slowly than earlier in the decade, wage increases still have not kept pace. The number of high deductible health plans that feature lower monthly premiums but higher out-of-pocket costs for services has skyrocketed since the report was first published. Similarly, 82% of covered workers have a deductible in their plan, up from 63% a decade ago. Deductibles continue to be a driver in out-of-pocket medical costs and ever-increasing deductible amounts contribute to both the number of patients who owe a balance and the amounts of those balances.

The clinical relationship between patients and physicians remains a strong foundation for the consumer's overall experience. However, it is not the only important component. The administrative experience has increased in importance as consumer payment responsibility has grown. The data shows that 70% of healthcare consumers are confused by their medical bills and 91% were surprised by a medical bill in 2019. A negative payment experience can jeopardize loyalty – 66% of consumers surveyed were willing to consider switching providers if another provider offered a preferred payment experience.

## Outdated Practices Remain

Traditional payment processes for providers rely on billing payers for patient encounters using preestablished rates, channels and processes. Then, if needed, providers collect from patients for any portion not covered by the health plan. Over the last decade, patient collections have played a larger role in the payment equation for providers. The growth is clearly reflected in an increased volume of consumer payments to providers on the InstaMed Network.

Providers continue to struggle to adopt technological changes needed in order to get paid successfully and consistently. Manual and paper-based processes are still heavily used for healthcare payments, leading to bad debt, wasted spending and damages to brand reputation. More than three-quarters of Providers continue to struggle to adopt technological changes needed in order to get paid successfully and consistently.

Manual and paper-based processes are still heavily used for healthcare payments, consumers said they would likely enroll in eStatements if given the opportunity, but only 23% of consumers receive eStatements. While nearly all consumers said it's important to know how much they will owe upfront, 49% of providers are not able to determine payment responsibility during the patient visit – a shortcoming due in part to reliance on tools that cannot offer real-time information. Consumers also want to make online payments for medical bills (65% prefer this) and set up automated payments for medical bills, though 63% currently do not have this option. These factors may contribute to why 74% of providers say it typically takes more than a month to collect a patient balance.

### **Opportunities for Providers**

The first step in the payments journey for patients is often the paper statement, a powerful tool that providers can leverage to promote eStatement enrollment and other digital connections. Providers who have taken advantage of this tool have helped to increase eStatement volume significantly.

Automatic payments offer providers the opportunity to receive payments with less frequent consumer interactions. This enables more money to be collected faster. In addition, automatic payments are convenient for patients. This channel can also lead to a reduction in patient refunds as automatic payments only occur after responsibility is determined.

To fully empower consumers to take control of their payments, consumers need the ability to create digital wallets where payment methods can be securely saved on file for future payments, either one-time or recurring. This functionality also increases the likelihood consumers will return to make payments in the portal.

Providers stand to save considerable time and money with electronic transactions for all payment processes. Paper checks received from payers require time for manual deposit of the funds and posting to accounts. Paper-based and manual payment processes like these are time-consuming and prone to error. Providers need to connect with all payers for ERA/EFT in order to truly benefit from this payment type.

### **Conclusion**

The data shows that the healthcare payment experience digital-savvy consumers want and expect is often not the one they receive. Frustration and confusion plague the payments experience leaving many consumers dissatisfied. Providers can improve this relationship by tapping into digital options that consumers are already using in other industries.

Although this most recent report looked at survey data from 2019, it is impossible to ignore the permanent changes that COVID-19 will bring to healthcare. Social distancing and a focus on contactless interactions will put pressure on legacy approaches to healthcare payments and accelerate the shift to digital. Healthcare payments are rife with opportunity to utilize technology and electronic payments to achieve contactless payments at scale.



#### **About the Author**

Deirdre Ruttle leads healthcare marketing activities as Chief Marketing Officer at Insta-Med and head of Wholesale Payments Healthcare Marketing at J.P. Morgan. Deirdre's experience and expertise include a deep focus in healthcare payment research. For the last eight years, she has led the delivery of the Trends in Healthcare Payments Report to educate and inform the industry about the impacts of healthcare payments for all stakeholders: providers, payers and consumers.

# Welcome

## New Members

### Active Member

Chris Smith  
University of Kansas Health System  
Kansas City

### Student Member

Robert Hamilton  
VHA VISN 15  
Kansas City

