Practice management training for Ohio’s Rural Health Clinics (RHCs) and clinics or organizations working toward RHC certification in Ohio. Register by Feb. 24, 2014.

Hosted by the Ohio State Office of Rural Health. www.odh.ohio.gov/SORH
**Agenda At-A-Glance**

**Wednesday, March 5, 2014**

9:00 a.m.  
Welcome, Ohio State Office of Rural Health (SORH)

9:15 - 10:00 a.m.  
Managing Your RHC, Robin VeltKamp, Health Services Associates (HSA)

10:00 - 10:15 a.m.  
Break

10:15 - 11:00 a.m.  
Corporate Compliance, Robin VeltKamp, HSA

11:00 - 12:00 p.m.  
RHC Billing 101 and Managing Your Accounts Receivable, Robin VeltKamp, HSA

12:00 - 1:30 p.m.  
Lunch (On Your Own)

1:30 - 4:00 p.m.  
Breakout Sessions (Concurrent)
  - Track I—Introduction to RHC, Robin VeltKamp, HSA
  - Track II—Medicare Cost Reporting/Bad Debt, Julie Quinn, HSA

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**Assistance with Medicare Enrollment for the RHC and Credentialing**

In addition to the above sessions, assistance will also be available from Michelle Kruzel from Health Services Associates, who will be on-site to answer questions regarding Medicare enrollment and credentialing, including:

- **Medicare Enrollment for the RHC:**
  - Medicare forms, where to get them, and who uses each version of the CMS-855
  - Medicare Form Completion Tips
  - Required Supporting Documents
  - Managing Your Medicare Enrollment Information
  - Revalidation Letters...what do they mean and who receives them
  - Medicare Enrollment Updates for 2014
  - Who is your MAC and where to mail applications
  - The enrollment process
  - The necessity of enrolling with part A and part B
  - How and when to respond to development letters
  - Medicare fee
  - General online PECOS questions

- **Commercial Credentialing:**
  - Enrolling the individual practitioners and the group enrollment
  - What to expect and the enrollment process
  - CAQH
  - NPI enrollment and making changes
9 a.m.    Welcome

9:15 - 10:00 a.m.    Managing Your RHC

Every RHC needs to function with good managerial perspectives. This workshop will review key managerial points and how to implement them into effective patient flow and staff participation.

OBJECTIVES:
• Understand what makes good management.
• Learn processes to build a team within the practice.
• Understand how good management skills enhance the practice and patient care.

Presenter: Robin VeltKamp, Health Services Associates

10:00 - 10:15 a.m.    Break

10:15 - 11:00 a.m.    Corporate Compliance

Corporate compliance is a set of policies or rules and regulations which business institutions follow in order to overcome management problems. These instructions help in maintaining a healthy and suitable work environment for every employee. This portion of the workshop will review good corporate compliance and steps to attain effective corporate compliance.

OBJECTIVES:
• Understand what corporate compliance is within the practice.
• Review the audit and assessment process for corporate compliance in the practice.
• Gain knowledge in the design and implementation of a corporate compliance process for the practice.

Presenter: Robin VeltKamp, Health Services Associates

11:00 - 12:00 p.m.    RHC Billing 101 and Managing Your Accounts Receivable

One of the large struggles that most clinics face is improper billing and outstanding Accounts Receivable. Without the consistent flow of monies, the clinic will financially struggle. This workshop looks at the importance of proper RHC billing while understanding, working and managing the Accounts Receivable within the clinic structure to ensure better payment reimbursements.

OBJECTIVES:
• Understand basic RHC billing processes
• Learn to understand the impacting of aging Accounts Receivable
• Gain tips on effectively working Accounts Receivable
• Learn to manage Accounts Receivable

Presenter: Robin VeltKamp, Health Services Associates

12:00 - 1:30 p.m.    Lunch (On Your Own)

(Agenda descriptions continued on next page)
1:30 - 4:00 p.m.  Breakout Sessions (Concurrent)

*Afternoon break time will be determined by the speaker for each session.*

**Breakout Track I—Introduction to RHC**

The RHC is responsible for creating and maintaining a safe and healthy environment for employees and patients. This portion of the workshop will provide information that is vital to the safe operations of the clinic. RHC regulations and safety measures for the RHC will be reviewed.

Components to be addressed to assure patient safety:

- MSDS Sheets
- Policies
- Evacuation Plan
- Preventive Maintenance
- Exposure Control
- Follow up on Safety issues and application of knowledge

**OBJECTIVES:**

- Participants will gain an understanding of RHC compliance.
- Participants will be able to understand the RHC Federal requirements for RHC.
- Participants will be able to prepare the RHC for compliance and/or correct deficiencies.
- Participants will be able to review the RHC for safety issues/concerns.
- Participants will have a hands-on experience in creating an RHC operational workbook that will contain the required documents typically asked to be seen during site survey.
- Participants will gain an understanding of the Civil Rights requirements for the State of Ohio.

**Presenter:** Robin VeltKamp, Health Services Associates

**Breakout Track II—RHC Medicare Cost Reporting/Bad Debt**

Attendees will leave the session with a basic checklist of information necessary to complete the Medicare RHC cost report and the Medicare Bad Debt Log. We will walk through the basic elements of cost reporting and cost report concepts including:

- How the RHC rate is calculated
- Productivity standards & visit counts
- What costs are allowable and what costs are not
- Reimbursement for Influenza & Pneumococcal vaccinations
- Related party transactions
- What is included on the Medicare bad debt log
- When to write off Medicare bad debts
- The two types of Medicare bad debt and how to treat each type
- What documentation is required for audit, as well as common pitfalls
- What should and should NOT be included in the clinic’s collection policy
- Revenue maximization strategies
- Tips to avoid a call from the auditor

**Presenter:** Julie Quinn, Health Services Associates
Biographies

Robin VeltKamp, Vice President of Medical Practice Compliance & Consulting Services

Robin VeltKamp joined Health Services Associates (HSA) as a Medical Practice and Compliance Specialist in January 2007 and has nearly 30 years of medical office and billing experience. She has had training as a Medical Assistant, and has a Bachelors Degree in Health Care Administration. She has worked as a clinical and business Medical Assistant and as a Practice Manager for multiple sites. She has also been a business instructor for Medical Assistant/Administrative Assistant programs and has worked in specialty clinics, RHC and FQHC clinics. Robin has managed billing departments, front desk and coordination of patient flow into the clinical area. With a strong background in analyzing and maximizing AR, coding and billing, as well as provider credentialing and enrollment. Mrs. VeltKamp is an excellent member of our team. Robin is a known speaker at the NARHC conferences. She has also spoken at various State conferences and has recently been published as a co-author for the Journal of Oncology March 2012 regarding Productivity Assessment of PA's and NP's in Oncology in an Academic Medical Center. Additionally, Robin serves on a quality initiative group for RHC’s for the State of Michigan.

Julie Quinn, Vice President of Cost Reporting & Provider Education

Julie Quinn is a CPA with over 18 years experience in governmental cost reporting, 15 of which she spent in the Medicare Contractor arena. She managed one of two staffs responsible for the settlement of independent RHC cost reports in 30 states. Julie worked with policy personnel at CMS in the development and clarification of CMS policy for specialty providers including Rural Health Clinics. She has worked closely with her CMS contacts on interpretation and reporting for HIPAA and privacy issues. She also wrote position papers and defended those positions in official intermediary hearings and has worked with congressional offices for issue resolution. Julie also has extensive experience with cost reporting for Multi-unit Hospitals and various other specialty providers. She served as a Compliance Officer for a Medicare Contractor prior to joining HAS as Vice President of Cost Reporting and Provider Education in 2010. Julie is a known speaker at the NARHC conferences. She has also spoken at the NRHA annual conference, various State conferences as well as the annual conference of the American Association of Health Lawyers.

Michelle Kruzel, RHC Certification and Credentialing Coordinator

Michelle Kruzel joined HSA in July 2008 as the credentialing specialist. Due to her level of concentration, Michelle has since transitioned to the RHC Certification and Credentialing Coordinator for HSA. She has over 19 years of business experience and earned her Associates Degree in Business Administration from Baker College. She has received national certifications from Microsoft and other well-known companies such as Adobe and Quick Books. Most recently, Michelle earned certification for attending the Medicare National Provider Enrollment Summit. Additionally, she has experience in accounts payable, accounts receivable and the managerial arena. She enjoys learning and assisting providers reach their goals to becoming a certified RHC. Part of Michelle’s role at HSA is attending national rural health conferences as one of the “faces of HSA” and to provide answers and concrete information for the rural health provider. Several years of her hands-on experience includes the following specialized areas:

- RHC enrollment with the State and Federal levels including the CMS855A, CMS588, Provider Based Attestation, and CMS29;
- Medicare and Medicaid, provider enrollment including the CMS855B, CMS855I, CMS855R, and CMS460;
- RHC research, follow up, and assistance directly with the MACs, States, and CMS Regional Offices.
Registration

Registration

There is no fee to register. Complete the online registration form for each individual attending from your organization or clinic. Please register by no later than Monday, Feb. 24, 2014.

Register online at:  https://www.surveymonkey.com/s/RHCPpracticeManagementTraining

While there is no fee to register, please note that we are unable to provide food or beverages for attendees during the training. A break will be provided for lunch.

Location

This one-day Rural Health Clinic Practice Management Training is being hosted by the Ohio State Office of Rural Health (SORH) and will be held in downtown Columbus at the Ohio Department of Health, 35 Chestnut Street, Columbus, OH 43215. Parking lots and garages are located nearby. Click here for a map and nearby parking options.

Additional information will be sent to registrants by email prior to the training.

Who should attend?

This free training is open to managers and other representatives from certified Rural Health Clinics located in Ohio. The training is also open to managers and other representatives from clinics or organizations working toward Rural Health Clinic certification in Ohio.

Questions?

Contact Jenni Jones, SORH Grant Program Coordinator, at jennifer.jones@odh.ohio.gov or 614-466-5333.