

Fine Print

Joe Favata, CRCR

The Challenge:

The COVID-19 outbreak is taking a mental, physical, and fiscal toll on the entire world as we all struggle to adapt to this unprecedented global crisis. As of November 20, in the U.S. alone, there have been more than 12,333,452 confirmed cases of people infected with the virus and over 257,016 COVID-19 deaths. Cases of the disease have been reported in all 50 states and in the District of Columbia, Guam, Puerto Rico, the Northern Mariana Islands, and the U.S. Virgin Islands.

To quell the virus's rapid spread, the CDC (as well as state and local authorities) has urged people to stay home, avoid public places, and put distance between themselves and others. Suddenly, people across the U.S. and all over the globe are working from home—from dining tables, home offices, kitchen counters, and other makeshift spaces. And IT departments and decision-makers are working feverously to make "work from home" functional.

In healthcare, the challenges presented by COVID-19 are amplified exponentially and have affected the hospital market's operations in wholly unprecedented ways. Dedicated healthcare professionals are fighting on the frontlines, working tirelessly to save lives and combat the virus. And healthcare leaders are making critical decisions about who must remain on-site and who can carry out their jobs remotely.

Hospitals are pulling out all the stops to create the necessary physical, clinical, and financial capacity to care for the sick and manage this crisis. Patient care is always paramount for hospitals, but the Revenue Cycle Management (RCM) process is, nonetheless, a lifeline. Indeed, RCM is not just a matter of profit and loss but often the difference between a provider's ability to continue operating and having to shut down.

The Solution:

In response to providers' new, immediate, and critical needs during the COVID-19 pandemic, MedAssist has enhanced and expanded the digital footprints of our Eligibility Screening and Point-of-Service Collections solutions.

MedAssist's augmented digital offerings are as follows:

Digital Patient Eligibility Screening

Digital portal enables patients to log in and respond to screening questions at their convenience, from their own device. MedAssist representatives follow-up with qualified patients via telephone for full screening. If they wish, patients download and use the free MedAssist Mobile App to submit documents and sign forms.

MedAssist Mobile App for Document Transfer & Repository with DocuSign

Mobile app allows patients to upload and submit snapshots of required documents and materials. App provides integrated DocuSign capabilities. App is included free of charge to providers who use MedAssist's Eligibility Screening Solution.

And although representatives do their work remotely, their calls continue to be recorded and monitored via a VOIP (Voice over Internet Protocol) solution.

Digital POS (Point-of-Service) Collections supported by M GAGEMENTSM

Hospital-branded portal determines patient co-pays and processes payments.

All-in-one portal offers comprehensive service while eliminating the need for face-to-face interactions.

The portal's service offerings include self-pay collections and communications (letters, texts, etc.), ability for patients to make payments, update insurance, review statements, file disputes, and more.

These digital solutions will help providers address several of the critical challenges they're currently facing. For one, implementing tested digital solutions that enable the Revenue Cycle Management process to continue functioning is key to maximizing eligibility screenings, qualifying patients for Medicaid, and efficiently collecting patient responsibility.

Continued page 2

INSIDE THIS ISSUE:

- The Challenge / 1
- Meet the Executive team / 3
- Chapter Update / 4

UPCOMING EVENTS

- Ugly Christmas Sweater , Trivia, and Happy Hour (12/17/20)
- Revenue Cycle — Epoch Health (1/26 & 1/27 2021)

CONTINUED

Congratulations to the new Chapter officers and directors!

Special thanks to the first year volunteers:

- * Joseph Favata
- * Kathrine Borowiak
- * Daniel Curtin
- * Julie Lesakowski

Plus, the digital solutions alleviate the need for in-person interactions while continuing to provide the same level of cooperation, engagement, and communication with patients that is typical in a face-to-face setting. The solutions enable Eligibility Services employees, Point-of-Service Collection associates, and even hospital registrars to support patients onsite while also eliminating the need for layoffs or staff reductions.

MedAssist remains committed to providing on-site staff for face-to-face patient engagement and screening. However, in situations where such interaction is not possible, the digital solutions offer alternative means to connect with patients and support their needs.

Security. Security is paramount in a healthcare setting, so all of MedAssist's digital solutions bring the very highest levels of security. MedAssist has a comprehensive work-from-home model in place that includes data security and performance standards to achieve a secure working environment. We've also implemented thorough training and performance review measures.

Productivity & Quality. MedAssist has also executed on workflow processes and technology to ensure that providers and patients receive exceptional service. MedAssist supervisors track, review, and report on daily productivity using our suite of productivity tools.

The Future State:

MedAssist believes that providers and patients will continue to embrace these new digital opportunities and the remote-work model they support, even as we begin to see the light at the end of the COVID-19 tunnel. And we're not alone in our assessment. A recent Gartner survey of several hundred CFOs found that 74% of respondents plan to make permanent the change from on-site to remote for some employees, once the COVID-19 crisis passes. And analysts at Global Workplace Analytics are forecasting that 25-30% of the workforce will work remotely several days every week by the end of 2021, compared to the only 3.6% of employees who do so now. Moreover, in healthcare specifically, it's hard to imagine the head-spinning eruption of telehealth offerings and activity returning to the pre-COVID-19 status quo. Just consider these numbers: according to analysts at Frost and Sullivan, telehealth visits increased 50% in March, and according to a Forrester Research report, virtual healthcare interactions will likely surpass one billion by the end of 2020.

One reason that companies will continue to embrace work-from-home, even after COVID-19-related restrictions lift, will be the recognition that working remotely does not reduce productivity. During the current crisis, managers (who have traditionally been resistant to an untethered workforce) will see that their at-home employees achieve the same results as when they work on-site. Plus, as they themselves begin to work from home, they'll see how productive they are and recognize the improvement to their quality of life. They'll experience firsthand what a variety of surveys have revealed: remote employees are just as, if not more, productive than on-site employees. For example, Airtasker's study of 1,004 full-time and remote employees across the U.S. found that remote employees work 1.4 more days every month (16.8 more days annually) than people who work on-site.

We believe healthcare providers will also immediately recognize the benefits achieved through these digital solutions and the remote work options they facilitate. Patients will receive superior service while also enjoying the anytime/anywhere availability of the digital solutions. And providers will be able to count on the support provided by a robust and efficient Revenue Cycle Management process while also being able to expand their clinical capacity as they reduce their non-clinical/administrative space requirements.

The COVID-19 pandemic has transformed nearly every aspect of our lives. When we finally emerge from this crisis, MedAssist hopes that the efficiencies achieved through its digital solutions continue to benefit providers and patients long into the future.



Meet the Executive team

Seth Hennard, President

Written by: Katelyn Ursini, MedAssist

Seth Hennard is a seasoned and motivated accounting professional who has 7 years of experience working in healthcare finance and 15 years in accounting. He has earned degrees in Business Administration and a Master of Science in Accounting from State University of New York at Buffalo. Seth is a principal at Lumsden McCormick, specializing in audit and assurance, internal audit, and tax exempt organizations.

Seth has been a member of the Western New York HFMA Chapter for 8 years, currently serving as President. Past service includes President-Elect, Secretary, Treasurer, and countless volunteer hours with the Chapter. Seth is a dedicated student of the industry and looks forward to reconnecting in person as a Chapter.

In his free time Seth can be found thousands of feet in the sky further advancing his general aviation license.

Getting Involved

The Chapter can always use more volunteers and the level of involvement varies. The time commitment can be as little or as much as you want. It can be as simple as helping with a single education event or deciding you want to join the leadership tract and enjoy your journey up to Chapter President.

The Chapter has various committees ranging from core activities such as membership and sponsorship to specific professional aspects such as revenue cycle and reimbursement committees.

Some members ease into volunteering through joining the social committee or taking on a smaller, but necessary role, such as founders or certification.

Most importantly, express your interest to a Chapter officer or Board member. We can have a conversation about what you would like to do to help the Chapter.

[CLICK HERE FOR REGISTRATION PAGE](#)

HFMA Western New York
Ugly Christmas Sweater, Trivia
and Happy Hour.

 Thursday December 17th, 2020

 5:30pm Zoom Call EST

Attendees receive a Complimentary \$10 to reimburse cost of your Happy Hour beverage of choice

hfma
western new york chapter

You can also follow education an social events on the WNY Chapter LinkedIn group (HFMAWNY Chapter).

<https://www.linkedin.com/groups/2983892/>

Scheduled Board Meetings:

January 28, 2021

March 25, 2021

May 20, 2021

Upcoming Events:

December 17, 2020

Virtual Ugly Christmas Sweater, Trivia, and Happy Hour social event

January 26 & 27, 2021

Revenue Cycle webinar presented by Epoch Health Solutions

FREE FOR HFMA MEMBERS

(6 hours CPE)

Chapter Update

Seth Hennard, Chapter President

We're halfway through the Chapter year and I thought it would be a good time for an update. The Board and Officers have been meeting virtually through Zoom which were only set up through December as we thought there would be a chance to start meeting in person in 2021. That is seemingly less likely the closer 2020 draws to a close.

Joe Favata, Chapter Secretary and Social Committee Chair, has been working through trying to figure out how to conduct social events. We has had a few ideas in the works for small in person events, but again, those plans are scraped...or at least on hold for awhile. In the meantime, we will be trying out virtual social events. Beginning on Thursday we will have a holiday party/trivia event. Normally, we would be at a restaurant with food and drinks paid by the Chapter. Member attendees of the virtual event will be reimbursed \$10 for the drinks of their choice. Alternatively, if members choose, the Chapter will donate reimbursements to the Paul Sweet Scholarship fund.

I was also hoping we would be able to hold our first in-person education event of the year at the end of January 2021, which would be the annual revenue cycle event that is always well attended. No such luck, however, the regular presenters from Epoch Health Solutions will still present this information virtually on January 26 and 27 from 9:00-12:00 each day. Since this is a virtual event this year we decided to open it up to Region 2. We are expecting a lot more attendees and it will be free for all HFMA members! Keep watch for emails from the Region 2 webinar team for further details and registration.

Once again our website is going to be overhauled. The process was put on hold while National HFMA was going to have a multi-part solution for website and event registrations that ended up not coming to fruition. The chapter website was then updated as it was so old it needed structural (technological behind the scenes) upgrades. That has been completed but now that it is ready for content updates National HFMA is finalizing a plan to handle all HFMA chapter websites at a national level. I am hopeful we will have this process started within the next couple of months and will finally have an updated website with National HFMA support to update information on our behalf.

We are in process of updating our Sponsorship Plan as well. Due to the pandemic and lack of in person events we have not reached out to sponsors as our event offerings are limited to virtual. Once the Sponsorship Plan is approved by the Board and we start to return to more normal events we will look for sponsor support. The sponsors listed on the following page are the Chapter past sponsors.

As always, if you have questions please reach out to myself or any of the Chapter officers or Board members

Thank you to all our Sponsors!

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