

National Provider Identifier (NPI) News for Every Healthcare Provider

Countdown has begun; do you have your NPI? Don't risk disruption to your cash flow - Get your NPI now! National Provider Identifiers (NPIs) will be required on claims sent on or after May 23, 2007. Every healthcare provider needs to get an NPI! Learn more about NPI and how to apply by visiting www.cms.hhs.gov/NationalProvIdentStand/ on the CMS Web site.

This page also contains a section for Medicare Fee-For-Service (FFS) providers with helpful information on the Medicare NPI implementation. A countdown clock is now available on this page to remind health care providers of the number of days left before the compliance date; bookmark this page as new information and resources will continue to be posted. For more information on private industry NPI outreach, visit the Workgroup for Electronic Data Interchange (WEDI) NPI Outreach Initiative Web site, www.wedi.org/npioi/index.shtml.

Medicare contractors can not instruct providers and suppliers to contact the National Provider Identifier (NPI) Enumerator for information regarding NPI policy, NPI eligibility, NPI subpart questions, NPI data dissemination, Medicare's implementation of the NPI, or the electronic file interchange process.

The **NPI Enumerator can only respond to operational concerns** (i.e., how do I obtain my NPI or what information do I enter in box 11, etc.), not policy questions.

If you have any **NPI policy questions**, please refer to the CMS NPI Website at <http://www.cms.hhs.gov/NationalProvIdentStand/>. Additional information on NPI is available at the CMS NPI Resource Page (Questions) at http://www.cms.hhs.gov/NationalProvIdentStand/Downloads/NPI_Resource_Sheet.pdf

If you have a name change, be sure you update this name change with the NPI Enumerator **before** you submit the change to Medicare.

*Article copied from Noridian website:
<https://www.noridianmedicare.com/macj3/npi.html>*

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President's Message by Bryce Pattison



As 2006 comes to an end, I hope all of you reflect on the success and joys of the past year. I'm sure many of you had an exciting year - both personally and professionally. Carry the positive energy forward into 2007!

There never seems to be a shortage of challenges in healthcare, and 2007 will be no different. Pricing strategies/transparency, capital expenditures, reimbursement issues, increasing self-pay dollars, and tax exemption analysis will continue to require our attention.

Our chapter programming committee has worked hard to provide excellent educational sessions addressing topics such as these. I'm proud to say that our 2006 programming sessions (topics and speakers) were very well received by attendees. In addition, our focus on networking events during chapter meetings has been a huge success. These fun get-togethers have been a great way for all members (especially new ones) to interact with each other and begin the professional friendships that will last a lifetime.

While you look ahead to your goals and objectives for 2007, please consider professional certification and the many chapter volunteer opportunities available to you. Take time to encourage our committee co-chairs. These are the people that will assume new leadership roles as committee chairs next year. Your positive encouragement will help them succeed.

As we finish 2006, I want to thank for following people for their excellent work keeping the South Dakota chapter one of the strongest in the nation:

- Tom Loff, President-Elect
- Julie Norton, Vice-President
- Anne Christiansen, Secretary
- Mark Thompson, Treasurer

Board Members: Bob Bohm, Renae Tisdall, Jim Frank, Tina Horner, Jeff Sandene, Rita Blasius

Committee Chairs: Allison Bolger – Newsletter, Julie Norton – Programming, JJ Linn – Sponsorship, Renae Tisdall – Membership, Deb Heupel – Membership Directory, Ken Trammell – History and Bylaws, Tina Horner – Public Relations/Website, Tim Renelt – Certification, Maureen Cadwell – Financial Review

Our chapter leaders are still working through the "Chapter Incorporation" process, but I was very pleased with the response I received from our membership. There was overwhelming support to approve this resolution. Ken

Trammell deserves a big thank you for his tireless efforts in re-drafting our chapter bylaws (a necessary part of this process). As I mentioned in an earlier Presidents message, there will be some operational changes because of this incorporation – but most of them will be unnoticeable to the chapter membership. Should you have any questions on this topic, feel free to contact me.

Best wishes for a great 2007!

Bryce Pattison
President
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CPAs & BUSINESS ADVISORS

Eide Bailly LLP

Eide Bailly LLP is a regional certified public accounting and business advisory firm which has been working within the health care industry for more than 40 years. The health care industry is one of the firm's leading industry areas of focus. Eide Bailly's health care team includes nearly 160 professionals, many of whom have "on the job" work experience in the industry as nurses, CFOs, CEOs, business office managers, coders and reimbursement specialists.

The firm proudly serves over 1,550 health care clients across the nation. Health care clients include, integrated health systems, hospitals, nursing homes, clinics, home health agencies, hospices, physician practices, senior housing alternatives, skilled nursing facilities as well as other health care entities.

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As stated in the August 2006 issue of Public Accounting Report, Eide Bailly is ranked as one of the top 25 CPA firms in the nation.

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Meet New Member— Michael J. Myers



This month's New Member article features Michael J. Myers. Professor Myers has been employed with the University of South Dakota School of Business & School of Law for the past 16 years and before that, he was the CEO of St. Mary's Hospital in Rochester, Minnesota. Professor Myers venture into healthcare began with his role as general counsel for Iowa Mercy Hospitals where he later became the Chief Operating Officer for Mercy Medical Center in Sioux City, Iowa.

Married for 44 years to Mary Ellen Schaefer, their family includes seven children, four sons and three daughters; the Myers are currently experiencing the empty nest syndrome. Born and raised in Sioux Falls, Professor Myers enjoys his teaching career. Growing up, however,

he had aspirations of being another Bing Crosby; crooner extraordinaire!

Professor Myers' dream house would be on Lewis and Clark Lake where he could enjoy many of his hobbies including outdoor activities such as hiking, walking, hunting, and boating. His favorite fall activity is hiking, but his interests also lie in Intelligent Aging Seminars. Professor Myers loves living in South Dakota because of the honest and practical people in this area.

Drawn to HFMA because of the organizations recognized expertise in the health care financing field, Professor Myers also finds the HFMA material an excellent resource for teaching healthcare finance at the

USD School of Business.

Please join us in welcoming Professor Michael J. Myers to HFMA, and in thanking him for his dedication to teaching the next generation of healthcare financial professionals.

Information obtained and written by Barb Morgan

Business Meeting Minutes Now Available

Minutes from the business meeting held Oct. 26, 2006 at SDAH Conference are now available on the SDHFMA website. Go to <http://www.sdhfma.org> and click on the link for "Chapter Business".

Meet Senior Member—Dalton Huber



HFMA's December newsletter Senior Member is Dalton Huber. Dalton has worked as the Vice President of Finance for St. Mary's Healthcare Center in Pierre, South Dakota for the past eleven years. Dalton feels the best part of his job with St. Mary's is the people he works with. "I am blessed to work with a group of caring and talented people that makes St. Mary's what it is." Before working for St. Mary's, Dalton worked for St. Francis Medical Center in Breckenridge, Minnesota.

Born and raised on a farm in Dodge, North Dakota, Dalton states that the land where he grew up looks much the same as the land does around Pierre. Getting "out of Dodge" (pun intended), Dalton states that although he lived in Minnesota and Eastern North Dakota, he likes the warmer dryer winters and

friendly people in South Dakota. Besides, Dalton states, he likes that when talking to people you usually discover someone in common you know.

Married for 23 years, Dalton and his wife have two boys, Michael 14 and Chris 10. Growing up Dalton knew that he did not want to be a farmer or a rancher because of the high risks involved and constant worries that he saw his mother experience. Looking for a job, Dalton stumbled into health-care when he took a position in a little town in North Dakota.

Dalton's dream house would be in the Rockies "at an elevation where it NEVER reaches 120 degrees, and I would have a spectacular view. Maybe near the Tetons." Hobbies include

woodworking and spending time with his family. Fall will find Dalton going for drives to enjoy the fall colors and watching football games.

Dalton joined HFMA because of the educational programs and the opportunity HFMA gives him to network. His most valued benefit from HFMA is the people as they "are a good resource for issues that I deal with."

Please join us in thanking Dalton for his years of dedication and commitment to HFMA

Information obtained and written by Barb Morgan

Happy Holidays from SDHFMA!

Long Term Care/CAH Meeting to be held Feb. 1, 2007

By Julie Norton

This year we are offering two different sessions for our Winter Meeting. In partnership with SDAHO, SDHFMA will welcome Eric Shell with Stroudwater & Associates who will lead a workshop on Critical Access Hospitals. Eric is a sought after national speaker with extensive experience in working with CAHs. His workshop will include a study on Rural Hospital Replacement and CAH Economics, which will cover decision making and performance improvement strategies.

In addition to the CAH workshop, SDHFMA will host our annual Long-

Term Care Conference. Back by popular demand, Diane Atchinson with DPA Associates, Inc. will provide updates on long term care including Culture Change and resident directed care, the future of long term care and CMS pay for performance. We will also be joined by Noridian who will discuss upcoming intermediary change and by Deb Bowman who will provide and update on the Governor's Long Term Care Council.

The session will be held on February 1st, 2007 at the Cedar Shore Resort in Chamberlain. A networking even is being

planned for the evening of January 31st.

Conference agendas will be mailed out in January 2007. If you have any questions or want additional information on the meeting, please contact Julie Norton, Program Chair at 605-322-6375 or e-mail her at julie.norton@mckennan.org.

Upcoming SDHFMA Educational Meetings

Jan. 17, 2007, 12 noon—1 p.m. CST, Web Seminar on *Transparent Pricing*

Feb. 1, 2007, Long Term Care/CAH Meeting in Chamberlain

Mar. 28-30, 2007, Spring Symposium in Sioux Falls

New Educational Offering—Free Web Seminar

In conjunction with RSM McGladrey, SDHFMA is offering a free 1-hour web seminar:

Wed., Jan. 17, 2007; 12 noon—1 p.m. CST—*Transparent Pricing*

Pre-registration required: Contact Carla Hall at Carla.hall@rsmi.com or 563.888.4108 by Nov 6.

SD Medicare Part A Conversion to Noridian

By Mike Miller

The SD Implementation Newsletter was posted to the Noridian website on December 19th. Within the newsletter you will find articles to help get your facility ready for the transition that will take place on March 1, 2007, for claims that are currently processed through Cahaba GBA for Medicare Part A. This will have no change for the claims that are processed through Cahaba GBA for Home Health and Hospice.

Go to www.noridianmedicare.com and click on MAC Jurisdiction 3 at the left of the page. Read and accept the end user agreement for providers, which will then take you to the main providers page.

From this page on the right you can select the SD main page. Once here you can view and download the implementation newsletter and also sign up for the Part A and Part B email updates.

Membership Update

New Member

Jesse Hall, Student, University of South Dakota, Vermillion, SD

Transfer-In Member

Amy Stafford, Business Manager, Same Day Surgery Center, Rapid City, SD

Starting Count (Oct. 1, 2006):	131
New Member:	1
Transfer-In:	1
Ending Membership Count (Nov. 30, 2006):	133

Thank You Platinum and Silver Sponsors!

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Advanced Asset Alliance
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Rapid City Regional Hospital
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Howalt McDowell Insurance, Inc.
The Midland Group

Gold Standard Performance in the Nation's Rural Hospitals

by David Schuh

Due to changes in the past five years in Medicare reimbursement systems for hospitals, over 1,000 of the nation's rural hospitals have become designated as Critical Access Hospitals (CAHs). CAHs are generally small health care organizations, most often located in rural communities with a limited employment and economic base. Because of these limitations, many CAHs are financially fragile, and their managers, boards, and other community leaders have become interested in monitoring and improving their financial and operational performance. To continuously assess and enhance a CAH requires new ways to measure and manage the organization's financial health.

In our recently completed *Critical Access Hospital Gold Standard Performance Summary*, we explored the performance characteristics of the nation's most financially successful CAHs. Through the process of gathering and analyzing the data for this report, we found that these successful CAHs—these Gold Standard Performers—tended to follow a similar road map to improved performance that included the following elements:

1. Pricing that provides for financial success
2. Greater revenues from non-Medicare payers
3. Superior cost performance
4. Strong procedural and ancillary services
5. Outstanding physicians and administrators who have excellent relationships with their medical staff and community
6. Initiatives to aggressively grow revenues and manage costs

In addition, our research produced several “calls to action” for rural hospitals emerged from our research. To remain financially viable, CAHs must do the following:

- Build community confidence in their programs
- Understand the community's needs and work collaboratively to improve the quality of care
- Provide a wide array of clinical services, recruit and retain clinical staff, and garner community support and enthusiasm for their programs
- Actively advocate for “rural smart” health policy initiatives that benefit the smallest CAHs
- Focus on their internal performance and actively assess how they compare to similar facilities or Gold Standard Performers

THE GOLD STANDARD ROAD MAP



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Fall 2006 SDHFMA Meeting Networking Event

By Tina Horner

“There’s Gold in Them There Hills” networking event was held on the evening of October 26th at Sanford’s Grub & Pub in Rapid City. Twenty-four members attended the supper at Sanford’s. Each was treated to cool drinks, fabulous food, interesting conversation and a Halloween cupcake where a few were surprised with a chance to win money on a SD lottery ticket. Eleven members then decided to try their luck in gambling halls of Deadwood, SD. Some were brave enough to risk their resources at the tables. Others simply enjoyed watching, laughing and advising those who were playing the games of Deadwood. A great time was had by all who attended. If you can, come join us at the next networking event being held on January 31, 2007 in Chamberlain, SD.



About HFMA

HFMA is the nation's leading personal membership organization for more than 33,000 financial management professionals employed by hospitals, integrated delivery systems, long-term and ambulatory care facilities, managed care organizations, medical group practices, public accounting and consulting firms, insurance companies, government agencies, and other healthcare organizations.

Members' positions include chief executive officer, chief financial officer, controller, patient accounts manager, accountant, information management specialist, consultant, and other professionals who seek excellence in the financial management of integrated health systems and other healthcare organizations.

HFMA, through its chapters, regions, and National office, helps members meet challenges by providing professional development opportunities, networking and communicating information and technical data with the ultimate goal being to create a more supportive environment in which members do their business.

The Quill Exchange

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Newsletter Committee: Allison Bolger, Tina Horner, JJ Linn, Mike Miller, Barb Morgan, Erica Peterson

Gold Standard Performance in the National's Rural Hospitals continued...

(Continued from page 8)

- Understand the value of expanding service depth, investing in technology and facilities, and continued physician recruitment
- Aggressively pursue improvements in the operational performance of hospital, ER, affiliated medical practices, and nursing care facilities

For a full copy of LarsonAllen's *Critical Access Hospital Gold Standard Performance Summary*, visit www.larsonallen.com/healthcare/cahgs.asp.

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