



Keystoner

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President's Message

Submitted by Fran Guiles, RHIA, CTR

PHIMA President

Hello Everyone!

Welcome to our final newsletter of this association year and the beginning of SUMMER!

The 2010 PHIMA annual meeting has ended and passed on into history. I hope it was as pleasurable and fulfilling for you as it was for me. The Sweet New Adventures ride has come to an end and I will be starting my new PHIMA position as Past-President as of July 1, 2010. On a sad note, Cleopatra, my 23-year old Bluepoint Siamese, and life long friend has gone to the great "fish store" in the sky. But as I face the final curtain and the end of my term is near, I feel pretty good. It's summertime and the livin is easy. Fish are jumpin and the cotton is high. Whoa whoa whoa whoa those Wildwood days, wild wild Wildwood days. Every day's a holiday and every night is a Saturday night. On a serious note, I find comfort in the fact that our goals for the year were reached and some were surpassed.

"It's the ability to take more out of yourself than you've got".



2010 PHIMA Annual Meeting

[Visit the photo gallery](#)

Sponsors



I was lucky to collaborate with an exceptional Broad of Directors, amazing Committee Chairpersons and a wonderfully experienced Executive Director that knew the ins and outs of the HIM community. I will miss the hustle and bustle of all the activity and Lorri Luciano's late night and weekend emails. Thanks to all of you!!!

What a fruitful year we created and enjoyed together. For the 1st. time HIM students officially participated in achieving team goals and served on PHIMA committees and attended board meetings. Strides were taken in Legislative eHealth. Our members regularly attended PAeHI meetings and PAeHI in turn held their annual meeting in conjunction with ours in Chocolate town. Education was paramount and superlative. We added a CDI committee and they provided symposiums throughout the state. The premiere membership fee was eliminated effective July 1st. 2009. Now, dues paying AHIMA member automatically becomes a PHIMA member when you designate PHIMA as your component state association. We began education of the general public to the personal health record by creating and presenting a "Train the Trainer" session. Presentations are now underway at local and state meetings and direct to students at many colleges. I am proud to have worked with you on these issues and I am grateful for our successes.

Over 400 members attended our annual meeting. We were very proud and honored to have hosted an HIT summit, partnering PAeHealth Initiative and PHIMA. The PAeHI's annual statewide HIT Summit entitled "Achieving Meaningful Use in PA" was held on Tuesday offering (6) sessions with phenomenal speakers. A Very special thanks to Lorri Luciano, and Mark Stevens, Executive Director of PAeHI for navigating this proactive endeavor. We offered 10 diverse educational tracks with the possibility of obtaining 22 CEs. Alan Dowling, the new CEO of AHIMA graciously accepted our invitation to attend our annual meeting. He mingled and participated with us during our Networking with Peers on Tuesday evening. He also gave the National Organization's update during our Business Meeting. I have confirmed reports from the Hershey Corporation there were over two-dozen chocolate massages and numerous successful roller coaster rides.

I personally had a blast at the President's Reception. Not only did we have a Renowned Violinist, but also a DJ, I do love to dance. It was a great networking experience for everyone.

[Take a look at the photos from the Annual Meeting](#)

FAREWELL TO OUR EXECUTIVE DIRECTOR

Our Lorri Luciano is moving on to pursue a wonderful new opportunity!! She served PHIMA during the last three administrations with loyalty and ambition. At this date and time, lame duck Lorri is still working hard up until her final moments tightening the nuts and bolts of our organization. Finalizing local, state and national paperwork reports, burning the midnight oil to the very end.

Lorri was great at many things, but our annual meetings were her forte, she loved all aspects of it, or at least I thought she did, she may think differently. But it was her chance to shine, and shine she did. Our 2010 meeting was a winner!! Corporate sponsorship increased by 25%. Vendor support increased by 21% and we had over 400 attendees this year in Hershey. This added to her double duties involving the PAeHIâ€™s annual statewide HIT Summit, which was quite an accomplishment.

During her years with PHIMA she worked very hard with our Website Host â€“ Knowledge Connex, in developing our website. We have a powerful, user-friendly site for the benefit of all the members and anyone interested in our organization.

Lorri, I want to say thank you for your years of loyalty and service in making our professional association better each year.

WE WISH TO EXTEND OUR HEARTFELT THANKS AND BEST WISHES TO LORRI, OUR FIREND AND COLLEAGE FROM THE ENTIRE PHIMA BOARD!!!!

â€œThe purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experienceâ€. Eleanor Roosevelt

Chris Parfitt is your incoming President, and she is already working very hard to get the association year going, planning our education and the 2011 annual meeting. She has wonderful new and creative ideas, as well she will continue with the progress set forth in years past. I look forward to working with her as Past President. As we announced, I am happy to have retained Linda McLinden as our new Executive Director. Linda is working with Lorri

during the transition.

I feel we had a very successful year, and as I said in Hershey, you, the general membership, your support was the reason. I wish to thank everyone for the opportunity to serve this association.

Thank you and goodnight.

Board Meeting Summary

The final board meeting for the year was held on Monday May 10, 2010 prior to the annual conference. Lorri Luciano reviewed the final logistics and attendance. This year's meeting has been combined with PAeHI. Registrations were up by both attendees and vendors. Based on this year's attendance and results of the membership survey, the meeting will remain in Hershey for 2011.

Fran indicated that she would provide a detailed report at the annual business meeting but did mention PHIMA's successful collaboration with MGMA, as well as completion of the Core Service Achievement Award. Fran had the opportunity to attend Winter Team Talks and spend time with Alan Dowling. All board members and committees submitted final reports for the year.

The search for the Executive Director has been narrowed to four candidates who will be interviewed during the annual conference.

Prior to closing, long time PHIMA board member and volunteer Karen Czirr announced her retirement and gratitude to everyone for their support over the years. She is relocating to Kentucky.

Annual Business Meeting Summary

The annual business meeting was held at noon on Wednesday, May 12, during PHIMA's annual conference. It was well attended. The meeting was called to order by President Fran Guiles who introduced Patty Gerstner as presiding officer. Special guests included Val Watzlaf, AHIMA Director, and Alan Dowling, AHIMA CEO. Chris Staropoli led the Invocation.

Fran Guiles reviewed her accomplishments for 2009-10 term. It was a very busy and rewarding 12 months.

Before turning it over to the board for their updates, it was formally announced that the meeting will return again to Hershey Motor Lodge.

The proposed by-laws were approved and the results of the election were announced. By the membership votes, the following officers have been elected:

President-Elect: Laura Rizzo, MHA, RHIA
Secretary: Cathy Flite, RHIA
Treasurer: Carol Houlihan, MHA, RHIA
Director, First Year: Laurine Johnson, MS, RHIA, CPC-H

By the membership votes, the following delegates have been elected:

Maria Barbetta, RHIA
Yeva Madden, RHIA (Alternate)

The current board was acknowledged and thanked for their service to PHIMA. The meeting was adjourned and immediately followed by the installation of officers and introduction of scholarship winners.

Legislative/e-Health Committee

Submitted by Stephen Young, RHIA and Andrea Thomas-Lloyd, MBA, RHIA

With federal push on healthcare reform and technology, much is changing in our field. These changes have been followed throughout the year by the legislative/e-health committee. HITECH and ARRA have increased the standards of our profession. Red Flag Rules and Breach Notification have been some of the biggest implementations throughout the country. By now, facilities have started updating their policies and business contracts to deal with fraud prevention and reporting of HIPAA breaches. While national changes have been occurring, much has gone on in our state of Pennsylvania.

Pennsylvania Electronic Health Initiative (PA eHI) has been very active with the help of PHIMA. The two organizations collaborated on a Health Information Technology Summit at the Hershey Lodge in Lancaster. Tail ending last year's white paper, PA eHI is turning discussion and theory into action with health information exchange. The new website www.paehi.org, has received a makeover and shares the

continuous efforts and news regarding HIE. It was also discovered that Pennsylvania Health Information Exchange (PHIX) is moving forward on the interconnectivity of the state. As standards quickly emerge, PA eHI and PHIX will become more familiar names in HIM.

PA eHI had also collaborated with Quality Insight of Pennsylvania, Pennsylvania Medical Society, Pittsburgh Regional Health Initiative, UPMC, and the Hospital and Health System Association of Pennsylvania to apply for federal funding to act as the HIT Regional Extension Center.

Common with every year, bills and legislation have come in and out of congress and senate for revision or approval. One of the most significant interim final rules is the e-prescribing of controlled substances. This rule benchmarks legislation catching up to applied practice. An on-going bill with significant impact is the Pennsylvania Health Care Cost Containment Council. Senate Bill 89 reauthorizes PHC4 through June 2014. Key provisions of the law include the removal of the single-vendor requirement for reporting of quality data as well as measures providing for greater oversight and accountability of PHC4's actions.

The legislative/e-health committee thanks PHIMA for allowing its members to take part in this committee and serve our fellow peers on the state level. We look forward to welcoming Suzanne Weaver, BSN, RN, RHIT, CPHQ into the leadership position in the up-coming term.

Distinguished Member

PHIMA's 2010 Distinguished Member Award honor was given to Valerie J. M. Watzlaf for her loyal service to the PHIMA Community. Valerie has an exemplary record of service to her community, college and profession. For the past thirty years, Valerie has made strong contributions to the development of health information management in research, publication and education. Her contributions have been generous and much appreciated. She has served on numerous PHIMA and AHIMA committees and board positions. She published research and contributed to the science of health information management. Her colleagues, peers, and mentors have stated that she has given tirelessly of herself to the profession for over thirty years. Thank you Valerie for your service.

Board Spotlight

Secretary: Denise Duniak, M.S., RHIA

My name is Denise Duniak. I have been honored to serve PHIMA as your secretary for the past year. As my term comes to an end, I have to admit that this has been one of the most gratifying opportunities, more so than I ever imagined. I continued to work with some old friends and made many new ones along the journey.

A little about me. In addition to serving PHIMA this year, I continued to remain active with SePHIMA serving as Public Relations chair for the past two terms and am active with AHIMA, currently a member of the EHR Practice Council, all while working at Siemens Health Solutions in a very busy capacity as Marketing Specialist for our HIM portfolio. Another passion is student involvement. I present at Pitt and Temple's HIM programs when given the opportunity as well as mentor. I am fortunate to have a manager who gives me the latitude to continue my volunteer opportunities as he understands that it is a win-win for me both personally and professionally. It's even part of my performance objectives.

The future of HIM is a bright one and I believe that we must do all that we can to help guide the future of our profession as well as make sure our voices are not only loud, but heard at all levels of the association and government. We need you and I personally encourage you to make a commitment to serve our organization. If you already serve, I encourage you to take on something additional. Your commitment need not be on a grand scale. It can be as simple as mentoring a student, even if only informally, attending an education session or joining a committee. If you have "been there done all that" join us for Hill Day. There is nothing more energizing than walking the halls on Capitol Hill and seeing our lawmakers in action and educating them on the HIM profession. The opportunities are endless.

Thanks for the opportunity to serve you as secretary of PHIMA in 2009 " 2010.

Credentialing Committee Spotlight

Submitted by: Carol Houlihan

The end of the FY10 Credentialing Committee activities have been completed " namely, validating as needed/possible any voting discrepancies, running the annual meeting registration desk and keeping track of any

changes in voting strength at the annual business meeting if bylaw changes are being made.

Most exciting, and challenging was running the registration desk. The Hershey Lodge provided us with a very nice work area and Lorri did a great job in organizing the activities for us! I'd like to thank my committee members, for without them (especially on Tuesday!!) registering everyone would have been impossible:

Erica Donovan, York College of PA
Lori Kain, Normandie Ridge Senior Living Community
Patricia Swetland, Penn State Hershey Medical Center

Hopefully everyone enjoyed meeting my son, Gavin, too and appreciated the bag/tag distribution method that he put together.

Student Scholarships

Submitted by Dawn Criswell, MS, RHIA, FAHIMA
1st Year Director

Every year Student Scholarships are presented to deserving College Students who have met specific criteria that are posted on the PHIMA website. The PHIMA Executive Board is responsible for selecting the students for Vendor sponsored awards, as well as a PHIMA sponsored award. These were all presented at the PHIMA annual conference held at the Hershey Lodge in Hershey, Pa. in May. Each student received \$500.00 and a certificate of recognition.

Vendor Sponsored Scholarships:

iod Incorporated - Information on Demand

Presented by Bonnie Heim

iod Incorporated is a leader in providing medical release of information and secure record storage services for clinics and hospitals. PHIMA is proud that they are again a sponsor for PHIMA Student Scholarship program. This year iod Incorporated sponsored:

2010 Student Scholarship Recipient - Patricia Neill



Patricia Neill is the Administrative Assistant at Gwynedd-Mercy College for the School of Allied Health Professions where she is enrolled the Health Information Management Program. Pat



will graduate this May with a degree in Health Information Technology. She is a member of PHIMA, AHIMA and LVHIMA.

Pat is a PHIMA student volunteer for 2009-10 and serves on PHIMA's Community Education Committee. She also recently attended PHIMA's PHR presenter training session and is certified to do community training sessions. In 2009, Pat was awarded the Kathleen Lynch Student Scholarship. In addition, Pat will be inducted into the Alpha Eta Honor Society this May, which is an honor society for the School of Allied Health Professions. After graduation, Pat is interested in a position advocating for the patient in their transition to electronic medical records.

CBIZ KA Consulting Services, LLC

Presented by Patty Belluomini, RHIA

CBIZ provides experienced consultants to ensure accurate and complete coding and reimbursement, grouping, auditing and data entry. PHIMA is proud that they again are a sponsor for PHIMA Student Scholarship program. This year CBIZ sponsored:

2010 Student Scholarship Recipient - Lauren Gess



Lauren Gess is enrolled in the Health Information Management program at Temple University in Philadelphia, Pennsylvania. She currently has a 3.52 cumulative grade point average. She is a student member of AHIMA, and PHIMA, and looks forward to becoming more involved in other HIM associations in the future. She will be

graduating in May 2011 with her Bachelor of Science in Health Information Management.

She is the President of her Junior HIM class. With this role she runs fundraisers for her class as well helps run Temple's HIM week. While being a student in Temple's demanding HIM program, she belongs to a wonderful community service organization called Temple University Circle K. This group of students is dedicated to serving the Philadelphia community at organizations such as Philabundance Food Bank, Trevor's Place, and Ronald McDonald House. She has also volunteered at many Philadelphia marathons and walks to raise money for finding cures. For the past year she has been the Secretary of Circle K, but has recently moved up to the President

position to show her desire to give back. She hopes to volunteer for HIM associations soon to show her commitment to her field.

Although she is extremely busy with her education, community service organization, and having the President responsibilities of her class, she looks forward to learning as much about Health Information Management as she can. She has managed to stay well organized and devoted to everything she does.

PHIMA Sponsored Scholarships

2010 Student Scholarship Recipient - Lindsey Wislie



Lindsey Wislie is currently enrolled in the Health Information Management program at the University of Pittsburgh, PA. Lindsey's cumulative grade point average is a 3.63. She is a student member of AHIMA, PHIMA, and WPHIMA associations. She is also the secretary of her schools Health Information Management student association (HIMSA). She will be graduating in May

2010.

While being a student and attending school, she also holds two part-time positions. One at UPMC's Shadyside Hospital, working as a medical records clerk in the department of urology; there she is responsible for filing and retrieving patient records, and other administrative duties. The other is as a banquet server at the Peterson Event Center. Her supervisors at both jobs credit her as being very hard working, respectful, and a determined individual. Lindsey's faculty found her to be extremely enthusiastic in the field of health information technology and systems especially in the area of the electronic health record and how it impacts the quality and safety of patients.

Lindsey credits her professors at the University of Pittsburgh as being very supportive, and helping students achieve success in what ever path they choose. She also credits her family for giving her much encouragement throughout her college years. Her current goals are to proceed with a career in HIM, and eventually continue with her education.

PHIMA Credentialed (RHIA/RHIT) Exam

Reimbursement

PHIMA is pleased to continue the PHIMA RHIT/RHIA Reimbursement Exam Fund this 2009-2010 fiscal year. Because PHIMA strongly encourages students to take the RHIT/RHIA exam as a demonstration of their commitment to the HIM field, the Board of Directors will again reward those students who do!

All students who are PHIMA members and graduating from an approved HIM school between July 1, 2008 and June 30, 2009 AND who have successfully completed one of the exams are eligible.

The application form and details can be found on the career center link at www.phima.org/careercenter_examreimbursement.html.

Congratulations and welcome the following HIM professionals have recently graduated, successfully passed their RHIA or RHIT certification exam and were reimbursed their exam expense.

Michelle Creveling, RHIT
Krupa Desai, RHIA
Maurice Frazier, RHIT
Kyle Guth, RHIA
Lauren Houseal, RHIT
Nadirah Jefferies, RHIT
Stephanie Korn, RHIA
Celia Lam, RHIA
Donna Lougher, RHIT
Christine Martin, RHIA
Christina McCleer, RHIA
Dawn Miklich, RHIT
Heather Mills, RHIT
Michelle Moyer, RHIT
Hong Nguyen, RHIA
Joyce Oster, RHIT
Kelly Pasquinelli, RHIT
Martin Schryver, RHIA
Joshue Share, RHIA
Marissa Stains (Sokol), RHIT
Kathy Summers, RHIT
Erh Hsuan Wang, RHIA
Elizabeth West, RHIT
Carol Wise, RHIT

Fraud and Abuse in the Workplace!

Submitted by Kathy Arner LPN,RHIT,CCS,CPC,MCS,CPMA
Program Integrity Investigator for Geisinger Health Plan

Fraud is an intentional deception made for personal gain or to damage to another individual.

Fraud is on the rise throughout the United States and none of us should sit back if we know of someone who may be committing Fraud. We are all responsible to look for Fraud and Abuse in the work area. If you or if you know of someone who is asked to do something that you feel is not appropriate, question why. If you don't receive an appropriate answer or are uncomfortable with the answer you receive, you may need to discuss with someone outside of your work area.

Recently the Medicare Strike Force recovered 1 Billion Dollars involving many different states for inappropriate services. Areas to be concerned about are DME, Infusion Therapy, Home Health, Labs and Medical Identity theft. When it involves Medical Identity theft it is done quickly, it could occur by Internet use, Health Insurance claims where they steal the numbers or sell the numbers.

Have you ever wondered why an office has a name on the outside but nothing is in the building? This could be a set up for a factitious business.

Have you ever billed for a procedure and found no documentation to support the procedure has been done?

The list could go on and on how people will commit Fraud. It is the responsibility of every person to proactively identify and report issues relating to potential insurance fraud, waste and abuse, and to comply with various policies and procedures designed to minimize such exposure.

If effects all of us, so it is all of our responsibility to watch for Fraud and Abuse and report to the proper personnel to investigate further.