

SePHIMA Newsletter
Spring 2009 Edition



Welcome to the latest edition of the SePHIMA newsletter. If this is your first edition, my name is Denise Duniak and I am serving as Public Relations chairperson for SEPHIMA.

Just a reminder that your Executive Board this year includes:

President: Fran Guiles, RHIA, CTR
President-Elect: Karen Jadach, RHIA, CCS
Past President: Cathy A Flite, M.Ed., RHIA
Secretary: Renee Silverman, RHIT, CCS
Treasurer: Dasantila Sherifi, MBA, RHIA

Committee Chairpersons:

Bylaws: Joyce Garozzo, MS, RHIA, CCS
Education Arrangements: Eileen Lambert, RHIT, CCS
Finance: Karen Jadach, RHIA, CCS
Membership: Geralynn Bryers, RHIA, CTR
Nominating: Cathy Flite, M.Ed., RHIA
Technology: Gerard Harter, RHIT, CTR
Public Relations: Denise Duniak, MS, RHIA
Advocacy: Wannetta Edwards, MS, RHIA

If you are interested in participating in or learning more about any of the committees, please contact Denise Duniak at 610-219-9530 or Denise.Duniak@siemens.com. If you have any ideas for education topics for our regular meetings, please contact Eileen Lambert at ealphoto@gmail.com.

President's Message

Submitted by Fran Guiles, RHIA, CTR
SePHIMA President

Happy Spring! Time is flying by, and it's so hard to believe that my term as your President is winding down very quickly. I

would like to thank the membership for the wonderful opportunity to serve the association.

Our Board and Committee Chairs have been really busy this year. Just take a look at this great newsletter our Public Relations Chair put together. The Education-Arrangements Committee has given the membership three fabulous education sessions and working on our annual for June. Joyce Garozzo is busy working on Bylaws changes and thanks to Gere Bryers, our membership numbers are increasing. Our President-Elect, Karen Jadach was successful with recruiting two of our Board Members to run for a PHIMA Office, and I would like to congratulate Denise Duniak, incoming Secretary for PHIMA. Our 2009-2010 Ballot is underway for election of officers to SePHIMA's Board of Directors. With our new website enhancements on line voting will be available. Stay tuned for details.

As President-Elect of PHIMA, I represented the organization by attending the AHIMA Winter Teams Talks on March 23rd. and Hill Day on March 24th in Washington, DC. I traveled the Yellow Brick Road to Washington with Joyce Garozzo, PHIMA Delegate and SePHIMA Bylaws Chair. Denise will tell you all about Capitol Hill Day. But I just want to say that Wannetta Edwards, SePHIMA's Advocacy Chair, was key to inspiring many of us to attend. Her Hill Day presentation during our Holiday session was excellent, but the scope and magnitude of actually being present at such an event is an experience that cannot be described to its fullest.

Winter Team Talks, as well as Capitol Hill Day was well attended by Pennsylvania. The entire day can be described as an awesome interaction of top-flight ideas and ideals from AHIMA executives, state leaders and members throughout the nation, creating an eclectic mix of aspirations in support of our development.

We got started around 8:30am with a welcome by Vera Rulon, AHIMA President. Linda Kloss, AHIMA Executive Director presented highlights of the Health IT provisions of the American Recovery and Reinvestment Act (ARRA), what AHIMA will

SePHIMA Newsletter
Spring 2009 Edition

be working on, and what the focus should be for the Component State Associations (CSAs). On February 17, President Obama signed the "ARRA of 2009". The final agreement contained \$19 billion for health information technology and health information exchange, \$2 billion of which is designated for the Office of the National Coordinator for efforts toward health exchange, standards analysis, and testing and administration of funds. \$17 billion is dedicated for HIT and HIE incentives.

State-Designated Entities will receive grants to facilitate health information exchange and the use of health information through enhancing participation in HIE. AHIMA will continue to lead the State Leaders HIE consensus best practice project. Component State Associations should redouble their efforts with state and local HIE organizations. Visit the website at www.slhie.org to learn how the states are doing. AHIMA will work to encourage accredited programs to be positioned to secure grants and the State Associations should focus to support the HIM education programs in their states and develop a state level HIM workforce plan. Privacy and Security: "HIPAA II"- 55 pages will include increased duties for Business Associates, PHR vendors now covered, new enforcement and penalties to name a few. Here we go again, Stay Tuned!!! Should you wish to read the ARRA, <http://fdsys.gpo.gov/fdsys/pkg/BILLS-111hr1ENR/pdf/BILLS-111hr1ENR.pdf>. Begins on page 114.

AHIMA President-Elect, Rita Bowen, got us going with a group discussion and reporting exercise. Scenarios of the future for HIM in 2015 were presented. The most extreme scenarios were "Ground Hog Day "and "Stairway to Heaven". "Ground Hog Day " is an economy that has low or no growth, limited interest in HIM education and workforce, multiple interfaces that are costly to develop and maintain. What AHIMA would need to succeed in this world would be training HIM professionals for CIO positions and more master level positions. We will need to promote ourselves with vendors and more education on Genotyping. The major impact would be loss of credibility and loss of membership. "Stairway to

Heaven" is coordinated care across the continuum (patient focused), uniform compliance with data/interoperability standards, all health care workers have a higher info competence and increased competition to AHIMA from new entrants in the HIM space. Stairway to Heaven focused on nirvana: a state of healthcare where consumers were in the driver's seat able to access healthcare anywhere, anytime with true transparency to information about providers. Having access to the best care where geography truly has no borders. There would be global standardization so that no matter where a consumer is treated, key patient information is available. Much discussion also surrounded standard care protocols that are taught in medical school. It was a fun exercise and in the end, the AHIMA staff collected our responses.

After our networking lunch we learned about the Triumph Awards Program and the Awards Committee. We were very excited that Denise Duniak was one of 4 members to be elected to the committee to select individuals from the applicants to receive the 2009 Triumph Awards. Next the House of Delegates Teams presented their accomplishments and future focus. I would like to mention that the HIM Higher Education and Workforce HOD Team developed a Clinical Practice Sites/Professional Practice Experience (PPE) Guide. This will be ready for download from the AHIMA CoP shortly.

We ended the Winter Team Talks session with a presentation and discussion of AHIMA's 2009 Key Initiatives. AHIMA will be a positive force for ICD-10. Visit the new web page at <http://www.ahima.org/icd10> and sign up for the I-10 Newsletter at <http://www.ahima.org/images/newsletters/ICDTen/subscribe.html>. For ICD-10 there will be no additional exam requirement, additional CEU's will be required, requirements may vary by credential, exact number of additional CE's TBD and the reporting timeframe is 2013.

My goal was to cover the highlights of AHIMA Winter Team Talks and I hope you will be able to find a little something that stirs your interest and some education of topics

SePHIMA Newsletter
Spring 2009 Edition

that were unfamiliar. There is so much more, and I strongly suggest you visit the AHIMA website for updates on the wonderful intuitive discussions of these subjects. So much information, so little time!!!

By the way, it doesn't seem as though "Capitol Hill" is really much of a "Hill", in the literal sense of the word. Seems as though we kind of missed the blooming of the Cherry Blossom Trees!!

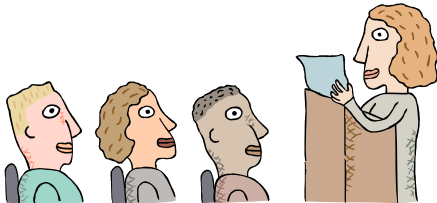
2009 Bloom Watch

Average Peak Bloom Date: April 4
2009 Peak Bloom Date Forecast:

April 1 - 4, 2009

2009 Blooming Period:

March 28 – April 11, 2009



From the Education Committee: Our education committee has been busy planning and executing on sessions. On December 4th, we hosted a great holiday education session and luncheon at Knowlton Mansion. After a continental breakfast, we learned everything you ever wanted to know about ICD-10 thanks to Kim Felix, RHIA, CCS of MECA. Wannetta Edwards, MS, RHIA and the SePHIMA Advocacy Chair presented on AHIMA's HILL Day and the importance of this industry event. Following Wannetta's presentation, members were able to visit with six different vendors to learn about the products and services that they offer. This was a successful concept and one that we will try again. The business meeting was held over lunch with all officers and committee chairs providing updates. Afternoon sessions included a humorous

discussion surrounding Personnel Issues in Health care by Richard Seneca, Esquire and the day ended with board members, Past President Cathy Flite, M.Ed., RHIA of Temple University and Treasurer Dasantila Sherifi, MBA, RHIA of DeVry University presenting Your Personal Health. Over 80 members attended the session and the feedback was positive.

On March 27th, our spring education included a discussion on Interventional radiology by Linda Holtzman, MHA, RHIA, CCS, CCS-P, CPC, CPC-H with Clarity Coding and a discussion on Medical Identity Theft by Laurinda Harman, PhD, RHIA from Temple University. The session was attended by 55 members.



From the Membership Committee: According to Gere Bryers, membership chair, our recent membership drive resulted in 233 members broken into the following categories:

1. Active 185 from 157
2. Seniors 3 from 2
3. Students 45 from 41

She has also worked with a student intern from Temple as well as Carole Gammarino, SEPHIMA member and former board member, on mailings.

Karen Jadach is president-elect as well as serving as finance committee chair . Karen served as liaison to the PHIMA nominating committee. Denise Dunyak was on the ballot for secretary and Wannetta Edwards for Delegate.

Cathy Flite, our Past President, has been very busy with activities this quarter including: Answered all email correspondence from the SePHIMA website. Presented at the SePHIMA educational session on December 4, 2008. She has also been busy working with the nominating committee which has received one nomination for the President-Elect office, two nominations for Secretary and two-nominations for the nominating committee. The committee is still seeking nominations and preparing the ballot for this process.



Speaking of Hill Day, I thought I would share my perspective as a first time attendee. For the past 5 years, my friend and colleague Wannetta Edwards (Advocacy Chair of SEPHIMA) has attended AHIMA's Hill Day. At times, my job responsibilities had me traveling in a sales support role which made attending impossible. Last year, I registered, but last minute health issue kept me away. (And NO, it wasn't an intentional ploy to relieve me of that day.) This year, I was determined to attend. Much to Wannetta's delight, I joined her along with Gloria Davis, Joyce Garozza, Karen Gibson, and Fran Guiles of SEPHIMA and Valerie Watzlaf of WPHIMA and current AHIMA board member. This was the largest representation ever from Pennsylvania.

The 2009 AHIMA Hill Day event was attended by approximately 200 HIM professionals from all over the country. The afternoon prior we had a de-briefing by Don Rode, Don Asmonga and others on the issues at hand. After achieving success with the Genetic Non-Discrimination Act of 2008 and ICD-10, the Washington DC AHIMA team instructed us to focus on gaining support for SNOMED, reclassifying the HIM job description with the Department of Labor (DOL), Bureau of Labor and Statistics (BLS), and the Office of Personnel Management (OPM), seeking support to increase funding to Allied Health Professionals and the like. That was followed by a networking reception, which allowed for networking with old friends and making new ones.

Bright and early on Tuesday morning, we met for breakfast and when Don Asmonga called out: Pennsylvania, the excitement began to build (well at least for me) as we found out that we had appointments with Senators Bob Casey and Arlen Specter and

REQUEST FROM AHIMA: Since 2005, every Component State Association (CSA) has been asked to conduct an environmental scan with its members and submit the results to AHIMA. For 2009, AHIMA is once again asking each CSA to conduct an environmental scan with its members and submit the results. Environmental scanning is one of the first steps conducted when setting strategy. Environmental scanning is used to learn about what's happening and influencing HIM practice at the earliest possible time to develop response strategies. By participating in environmental scanning, it provides individual members an opportunity to influence AHIMA's strategy. Your SEPHIMA board members all participated in this action.

Wannetta Edwards, Advocacy Chair, was successful in her goal to increase participation in AHIMA HILL Day (see separate article). She also reports that AHIMA kicked off a "Congressional Education Program" which was described in the Feb. 26 AHIMA Advantage e-Alert. Members are encouraged to send letters to their representatives using the preformatted letters in the AHIMA Advocacy Action Center. It's NEVER too late to educate our senators and congressman. See My AHIMA Advocacy Action Center for details.

SePHIMA Newsletter
Spring 2009 Edition

Congressman Tim Murphy from Pittsburgh, Jim Gerlach from Chester County, and Robert Brady from Philadelphia. We hopped a cab and arrived on Capitol Hill for our appointments. It was far from balmy (about 30 degrees when we started), but our excitement and enthusiasm quickly warmed us up.

We met with aides for Casey, Specter, Murphy and Brady, but Jim Gerlach met with us personally. We were impressed by his interest. And he actually stumped us with: WHO OWNS/MANUFACTURED SNOMED and DOES THE VA's VISTA USE SNOMED? We DO have some follow up. He agreed to send a "dear colleague" letter to his counterparts to help reclassify the HIM profession with the DOL, DLS, and OPM.

If you asked Wannetta to sum up Hill Day in one word, she would say, "exhilarating"... I would have to agree. While I was tongue tied at times (and for those who know me, that doesn't happen often), it truly was exciting to be where the action is, where history is made and to at least influence change. My plea to all of you reading this article: PLEASE CONSIDER JOINING US NEXT YEAR. Pennsylvania is so close to DC. It's an easy trip. If states like Florida and Tennessee can send upwards of 4, 5 to 10+ people, we should easily be able to double our numbers from this year and have representation from all over the *GREAT* state of Pennsylvania.

Submitted by: Denise Duniak, MS, RHIA



L-R: PHIMA members enjoying networking reception. Fran Guiles, Joyce Garozzo, Karen Gibson, Wannetta Edwards, Denise Duniak, and Val Watzlaf



Strategizing in the Senate cafeteria prior to our appointments.



L-R: Wannetta Edwards, Karen Gibson, Denise Duniak, Val Watzlaf

Thanks for joining in this edition. Please visit our website often for updates in between newsletter distribution.

WWW.SePHIMA.ORG

Til next time,

Denise

Denise Duniak, MS, RHIA
Public Relations Chair