

Navigating the Revenue Maze: Proven Reimbursement Tactics for Critical Access Hospitals

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As the Manager of The Rybar Group's Rural Healthcare Division, Caren has thirty years of Critical Access Hospital (CAH) and Rural Health Clinic (RHC) financial, accounting, revenue cycle and reimbursement experience.

She has worked in a variety of roles in the finance departments of CAHs, including multiple years as a Chief Financial Officer. Caren's prior provider experience and hands-on knowledge of the issues impacting rural hospitals allows her to identify both present and future reimbursement and payment opportunities. Her broad experience has included ensuring that providers optimize their payments under their rural designations.

Caren is a member of the Michigan Great Lakes Chapter of Healthcare Financial Management Association and is also a Certified Healthcare Financial Professional (CHFP).





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Agenda



Medicare Cost Report





Medicare Cost Reports Overview

- Reimbursement Report
 - Charges
 - Volume
 - Expenses
 - Statistical Information
 - Non-reimbursable cost centers

- Will generate a receivable or payable for Medicare FFS
- Other programs use the data Medicaid, Medicare HMO, etc.



Medicare Cost Report Opportunities

- Receivable vs. Payable*** Interim Cost Reports or a "mini cost report" crucial ***
- Stats
- Revenue
- Expenses
- Rural Health Clinics
- Other Bad Debts, Nonallowable costs, Cost to Charge Ratios





Reimbursement Opportunities for CAHs



Reimbursement Opportunities for CAHs

- More Flexible Staffing Requirements
- Swing Bed Services
- "Cost Based" reimbursement (also Medicaid in some states)
- Other capital funding resources



Reimbursement Opportunities for CAHs (cont.)

- 340B Contract Retail Pharmacy and/or Expense benefits
- Professional Provider Opportunities
- Grants

Donations



Reimbursement Opportunities for CAHs (cont.)

- Medicare Bad Debts
- Recruitment
 - Shared Staff
 - National Health Service Corps (NHSC) loan repayment program
- Health Professional Shortage Area payments
- Prior Year Cost Report Reviews
- Auditor relationships
- Rural Health Clinics FTE, Visits, Expenses, Provider Productivity Exemptions, Vaccines
- Capital vs. Depreciation

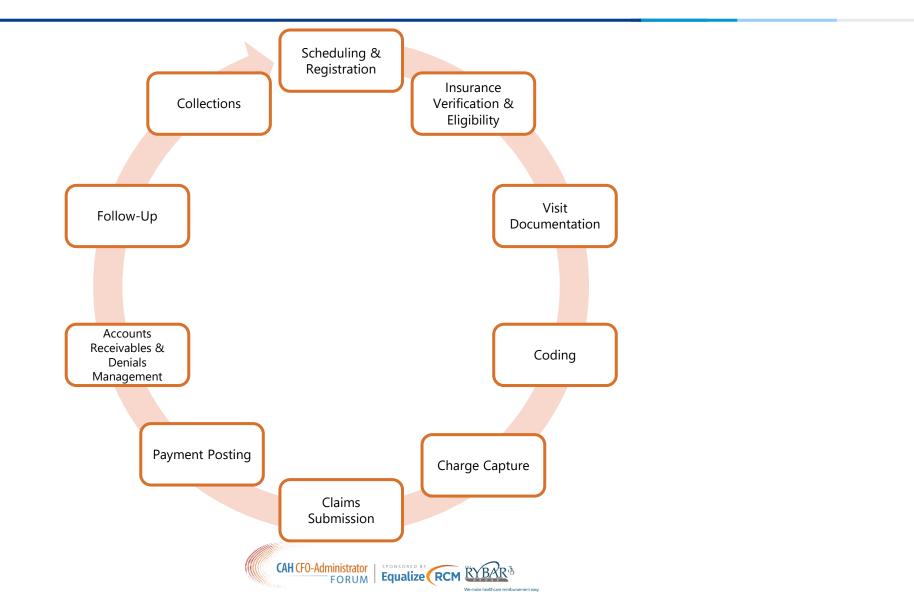




Other Payer Strategies



Revenue Cycle



Revenue Opportunities

- Annual Charge Increases
- Chargemaster Reviews
- Insurance Contracts
- Clean Claims
- Denial Management
- Upfront Collections
- AR Valuations
- Payor Credentialing
- Reducing Bad Debts capture charity care



Valuable Resources and Tools





Rural Resources

- Rural Health Information Hub https://www.ruralhealthinfo.org
- Are you Rural? https://www.ruralhealthinfo.org/am-i-rural
- National Rural Health Resource Center https://www.ruralcenter.org
- National Association of Rural Health Clinics https://www.narhc.org
- NHSC Loan Repayment Program NHSC Loan Repayment Program NHSC (hrsa.gov)
- Flex Monitoring Team http://www.flexmonitoring.org



Rural Resources

- National Rural Health Association Home NRHA (ruralhealth.us)
- State Offices of Rural Health
- HRSA Rural Health Resources Resources HRSA
 - Medicare Learning Network (MLN) MLN Homepage CMS
 - MLN Critical Access Hospital MLN006400 Information for Critical Access Hospitals (cms.gov)
 - CDC Rural Health | About Rural Health | CSELS | Rural Health | CDC





Future of CAH providers



CAH providers in the future

- **Different Provider Types**
 - Low Volume Hospital // Sole Community Hospital // Medicare Dependent Hospital
 - Rural Emergency Hospital
 - Swing Beds
 - Rural Health Clinics

- 🌘 HMO Impact Medicare + Medicaid
- Other Challenges
 - Recruitment
 - Community Support
 - Consolidation
 - Closures



Questions?





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