



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



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- 1 Medicare Cost Report
- 2 Reimbursement opportunities for CAHs
- 3 Other payer strategies
- 4 Valuable resources and tools
- 5 Future of CAH providers
- 6 Questions

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 \(hrsa.gov\)](https://www.hrsa.gov/nhsc/loan-repayment-program)
- Flex Monitoring Team <http://www.flexmonitoring.org>

Rural Resources

- National Rural Health Association [Home - NRHA \(ruralhealth.us\)](http://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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