



HPCAIA Update

Bi-weekly News for Hospice Professionals in Iowa

October 9, 2009

[Registration Underway for HPCAIA Fall Conference](#)

[Marketing Matters!](#)

[Cahaba News](#)

[Education Opportunity](#)

[Hospice News Network](#)

[HPCAIA Calendar](#)

Registration Underway for HPCAIA Fall Conference

Register now to attend the 2009 HPCAIA Fall Conference, **Quality...Staying the Course**. For more information, see the attached Fall Conference brochure or visit the [HPCAIA Web site](#). To register online, [click here](#). **The registration deadline is October 20.**

You may register both staff and volunteers online, but please pay special attention as you are selecting the registration category for each person. If you have any questions regarding online registration, please contact [Crystal Peters](#) at 515-243-1046, ext. 331.

Please note: There was an error on the registration page of the Fall Conference brochure. The cost for Thursday Only registration is \$109 for members and \$159 for non-members. The Thursday Only cost for volunteers is \$79. We apologize for the confusion.

Keynote Speakers and Education Sessions

The 2009 Fall Conference will feature three keynote speakers. Kicking things off on Wednesday, October 28 will be Dr. Moses Altsech, professor of marketing at Edgewood College in Madison, WI. His keynote and education session will help you focus your efforts on marketing and branding your hospice. Dr. Altsech has worked extensively with hospices in Wisconsin and Minnesota and has created *The Strategic Market Toolkit: Success Strategies for Hospice*, which will be available at the Fall Conference. Be sure to read the guest column by Dr. Altsech in this issue of the *Update* where he talks more about the *Toolkit*.

Other education sessions on Wednesday will include RAC Readiness, a session by Don Schumacher on health care reform and how it will impact hospice and palliative care, fundraising strategies for hospice and palliative care organizations and alternative pain management options.

Thursday's opening keynote will focus on partnering with long-term care facilities. Dr. Daniel Maison, Chief Medical Officer of Treasure Coast Hospice in Stuart, FL, will discuss strategies to help foster the essential partnerships between hospice and palliative care organizations and long-term care facilities to provide the best possible care for patients. Other education sessions on Thursday include pet therapy, advocacy 101, palliative care decision-making and critical conversations.

The closing keynote will be presented by Steve Siemens. He will focus on “Staying UP in and Upside Down World” and send everyone back to their communities to face life with excellence, passion and enthusiasm.

This will definitely be a Fall Conference you don't want to miss!

If you have any questions regarding the 2009 HPCAI Fall Conference, please contact [Stacey Nay](#) at 515-243-1046.

[Top](#)

Marketing Matters!

Professor Moses Altsech, Ph.D.
www.callmoses.com

The *Strategic Marketing Toolkit: Success Strategies for Hospice* was created thanks to a grant from the Otto Bremer Foundation, published by the Wisconsin state organization of hospices, and fills a substantial void. It contains specific advice and helpful tools that it would take tens of thousands of dollars and many months to get from a consultant. Don't let “Professor” or “Ph.D.” by my name fool you: I wrote the Toolkit in the tone of my columns and conference presentations, making sure that you won't need to know academic jargon or have a degree in cryptography to decipher what I'm saying. It's specifically designed to be user-friendly, because I want it to be used and not collecting dust on a shelf. A quick look at its contents will show you the sheer number of ways it can advance your hospice organization to become better, stronger, more competitive. For example...

- You want to know what's likely wrong with the survey you currently use to measure patient and family satisfaction—and find out how to measure it better? You'll find some answers in the Toolkit.
- How big a difference does employee satisfaction make, what factors affect it, and how can you measure it effectively? The Toolkit will give you pointers on all of that.
- Just how important is your hospice brand, how can you build a stronger one, and who can help you do that in a way that's both original and effective? Check out Chapter 7 for that one.
- What about expanding the role of volunteers in ways you may not have thought of before?
- Are you trying to come up with creative new ways to fundraise and wondering how to increase both the publicity and response your fundraising events receive?
- How can you overcome the barriers to referrals, and are there really ways to build better, stronger, more long-lasting referral networks?

You want to see answers to these and several more questions? With a “Guided Tour of the Toolkit” as an introduction, several color illustrations, a user-friendly format that separates the sections and gives you a table of contents for each, this is a Toolkit that's easy to use rather than intimidating and confusing. It's not a book, in the sense that you'll get to read it from cover to cover and never look at it again. It's a roadmap you'll consult time and again no matter what you're working on, so it will keep adding value to your hospice for years to come.

No, I'm not going to sell Toolkits to you; I only have a couple of copies of it myself, and I'm keeping them: You can get one directly from the Hospice and Palliative Care Association of Iowa, so you'll know that even your purchase will support the good work of hospice and your very own state hospice organization! But I *am* going to stand by the Toolkit's contents, because I know they can make a positive difference for your hospice. By now I've made presentations at hospice conferences, trained hospice staff, and been a consultant for hospices. I've read a lot, written a lot, but also listened and learned a lot along the way. I can honestly say that the more I've come to know about hospice care, the more I've come to admire and look up to everyone who makes it possible—every one of *you*. The fact that I can use my expertise and experience in Strategic Marketing to lend you a hand, to give you tools you can use to reach and care for more people, is something I consider a privilege.

[Top](#)

Cahaba News

Education Opportunities

Be sure to check the Cahaba Web site for their [Education calendar](#). This will keep you up-to-date on all the education opportunities they offer.

Introducing a New Web Page for Change Request 6440

Effective for claims with dates of service January 1, 2010, hospices must report additional detail for visits with the appropriate revenue codes, HCPCS codes and 15-minute increments. Although this is not yet effective, hospices have the option of reporting the additional data on claims with dates of service October 1, 2009. Cahaba has developed a new Web page as a resource for hospice providers in regard to the Change Requests (CRs) 6440 "Additional Data Collection on Hospice Claims". This resource can be found by accessing the "[Educational Materials](#)" Web page by selecting the "Change Request (CR) 6440: Additional Data Collection on Hospice Claims" link which is listed under the "Hospice Educational Materials" section. For future reference, please bookmark this direct link to the [new dedicated Web page](#).

Reminder of Changes to the Remittance Advice and Medicare Summary Notices

Effective the October 5, 2009, the Change Request (CR) 6386 was implemented. This CR changes how hospice visit (skilled nurse, aide and social worker) charges that are covered in the hospice bundled payment appear on the Medicare remittance advice and Medicare Summary Notices (MSNs). These charges will now show as covered charges on the remittance advice and the MSN. This will reduce improper payments by some secondary payers and minimize confusion and unnecessary appeals among beneficiaries. The official instruction issued by the Centers for Medicare & Medicaid Services (CMS), can be viewed on the [CMS Web site](#). The related [Medicare Learning Network \(MLN\) article is also available](#).

Updated Hospice Quick Reference Tools

The following quick reference tools for hospice providers have been updated:

[Hospice Medicare Billing Code Sheet](#)

[Hospice References](#)

Direct Data Entry Medicare Secondary Payer Claims/Adjustments No Longer Accepted

As indicated in Change Request (CR) 6426, issued June 26, 2009, by the Centers for Medicare & Medicaid Services (CMS), effective October 5, 2009, Medicare secondary payer (MSP) claims and MSP adjustments can no longer be entered directly into the Fiscal Intermediary Standard System (FISS) via direct data entry (DDE). If MSP information is entered via FISS DDE on a Medicare claim or adjustment effective October 5, 2009, the claim or adjustment will suspend in status/location S M6426 with the new reason code 31265. The suspended claims and adjustments will be reviewed and if they were submitted via FISS DDE, they will be moved to the return to provider (RTP) file. Providers should not F9 the claim or adjustment.

This change is necessary to ensure that MSP claims are properly calculated. As a result, providers must submit CAS segments on MSP claims and adjustments. Because CAS segments are not utilized in the DDE environment, CAS segment related group codes, claim adjustment reason codes and associated adjustment amounts must be included on the American National Standard Institute (ANSI) ASC X12N 837 4010-A1 MSP claim you send to Medicare. CAS segments are reported on the 835 electronic remittance advice (ERA) or on hardcopy remittance advices. Providers must take the CAS segment adjustments (as found on the 835 ERA) and report these adjustments on the 837 (unchanged) when sending the claim to Medicare for secondary payment.

If you are unable to submit MSP claims and adjustments via the 837, it is important to contact your vendor for additional information and to inform them that the CAS segment is in the 2320 Loop of the 837.

If necessary, you may submit MSP claims and adjustments on a hardcopy/paper CMS-1450 (UB-04) claim form; however, because of the [Medicare requirement for mandatory electronic submission of Medicare claims](#), (CMS Pub. 100-04, Ch. 24, §90), providers are not allowed to submit paper on original claims, unless you meet the small provider exception or one of the other exceptions noted in §90.2. Therefore, unless you meet these exceptions, you must use the following process when submitting a hardcopy/paper claim.

- Submit a claim via FISS DDE showing Medicare as the primary payer. This will result in the claim being rejected.
- Submit a hardcopy/paper adjustment to the rejected claim and include all the information regarding payment from the primary payer source. This includes the amount received as payment, the amount the provider is obligated to accept as payment in full, and any deductible or coinsurance amounts that were applied. For additional information about submitting MSP information, refer to [Cahaba's Medicare Secondary Payer \(MSP\) Web page](#).

Hardcopy/paper claims and adjustment can be mailed to the following address: Cahaba GBA, Medicare A Claims, P.O. Box 9169, Des Moines, IA 50306-9169

For additional information, you can find the official instruction (CR 6426) on the [CMS Web site](#). You will find the updated Medicare Secondary Payer (MSP) Manual, (CMS Pub 100-05) Ch. 5 (Contractor Prepayment Processing Requirements), §40.7.3.2 (Medicare Secondary Payment Part A Claims Determination for Services Received on 837 Institutional Electronic or Hardcopy Claims Format) as an attachment to that CR. You may also review the related [Medicare Learning Network \(MLN\) article](#).

[Top](#)

Education Opportunity

Greater Regional Hospice in Creston is sponsoring a workshop for hospice workers on grieving and healing, presented by Doug Smith at Southwestern Community College in Creston on Friday, October 16 from 9 am to 3 pm. The workshop, “Different Ways of Grieving, Different Ways of Healing” will look at differences between “intuitive grievers” and “instrumental grievers”. Many practical tools for the grieving will be presented. The fee is \$50 and 0.5 CEUs are available.

For more information, call: 800-247-4023, ext. 441 or 449 or email: AdultEd-SBDC@swcciowa.edu.

[Top](#)

Hospice News Network

Hospice has Benefits in Nursing Homes

“Hospice Care in the Nursing Home Setting,” in the current *Journal of Pain and Symptom Management*, is a literature review of hospice care in nursing home settings. An NHPCO news release says that 22.8% of the 1.4 million Americans who receive hospice live in nursing homes, but only 6% of nursing home residents choose hospice.

J. Donald Schumacher, NHPCO president and CEO, says, “More and more hospices are successfully caring for people residing in nursing homes. This growth reflects the increased provision of quality care for dying persons who are not in the traditional ‘home’ setting. For many people, the nursing home *is* their home and they deserve the compassionate, quality care that hospice and palliative care providers are trained to deliver.”

The review found a number of benefits of hospice care in nursing homes, including high quality end-of-life care, a reduced number of hospitalizations in the last 30 days of life, and better pain management. Additionally, the release says, “Residents in hospice were less likely to have physical restraints, receive parenteral/intravenous feeding, receive medications by means of intravenous or intramuscular injections, or have feeding tubes in place.”

Other data suggest that non-hospice residents also benefit from the presence of hospice in a nursing home. One study found that the hospitalization rate in the last 30 days of a life in a facility without hospice was 47%. In facilities with moderate hospice use, it was 39%, and in a facility with low hospice use, it was 41%.

The authors stress the need for communication and coordination between hospice and nursing home staffs, and also the need for education on end-of-life care for nursing home professionals.

The article is available at the NHPACO website at www.nhpaco.org. Under “Breaking News,” click on “Hospice in the Nursing Home.” (*Journal of Pain and Symptom Management*, 2009;38(3):440-451; *NHPACO Press Release*, 9/29)

HNN is sponsored by Glatfelter Insurance Group that provides property and liability insurance for hospices and home healthcare agencies through their Hospice and Community Care Insurance Services division. Ask your insurance agent to visit their website at www.hccis.com.

[Top](#)

HPCAI Calendar

- **October 14**
District 1, Buena Vista Regional Medical Center, Kallmer Education Center, Rooms A & B, Storm Lake
- **October 27**
HPCAI Fall Pre-Conference, Gateway Hotel and Conference Center, Ames
- **October 28 – 29**
HPCAI Fall Conference, Scheman Building, Ames
- **November 5**
District 3 Meeting, Cedar Valley Hospice, Independence
- **December 1, 1:00 pm**
OCS/HPCAI QAPI Snapshot Webinar, Registration will be available in November

To add items to the HPCAI Calendar, send information to [Stacey Nay](#).

[Top](#)