



A Publication for **Barnabas Health** Physicians' Office Administrators and Staff

BEST *Practice*

Finding the Funny in the Midst of the Changing Health Care Landscape

Comedian Reminds Guests to Keep Laughing

It only took seconds for comedian David Glickman to get a rise out of more than 200 attendees at the 8th Annual Office Managers Association Celebration at The Hotel Woodbridge. Crediting his career in comedy to his prior work in health care, David kicked things off by telling the crowd ... "Before I can begin comedy procedures, you need to complete release forms, a financial responsibility and be sure to mind HIPPA... and what happens in Woodbridge stays in Woodbridge!"

A professional speaker and entertainer since 1985, David has presented over 2,000 programs, appearing on several national television shows and opening for many well-known stars.

David says that in many ways his industry is similar to the health care industry. "The way we code our jokes is changing," he says. "We're being mandated to change... and no more handwritten jokes! I'm also being encouraged to set up an ACO – Accountable Comedy Organization."

Acknowledging the ever-changing health care industry and the stress that comes along with it, David offered office managers advice on how to deal with some of the stress through humor – that it's all about "finding the funny." Through animated song parodies, dance and musical performances, he encouraged attendees to see if there's



Comedian David Glickman entertains the audience at the 8th Annual Office Managers Association Annual Celebration.

another way to look at a situation. "By doing this, it changes the approach and the way that you are feeling at the stressful moment; all the angst goes away. The approach is everything."

So the next time a colleague asks "when the new software is coming," David suggests using a humorous approach. "Just pull out the Magic 8 Ball and you'll get a good laugh. It changes the stress you're dealing with at the moment."

An all-around entertainer, David sang a few song parodies to drive home the point of adding humor to any situation, including "Propecia, you're growing my hair" (to the tune of Simon & Garfunkel's "Cecelia"). He suggests that office managers come up with their own theme song to the "Takin' Care of Business" tune as they are asked to handle literally everything... even the cat and the litter of kittens spotted in the parking lot.

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Annual Celebration Recap

Barnabas Health's Executive Vice President of Operations Tom Biga acknowledged that changes in health care are affecting the industry and transforming the way providers do business. "While changes are taking place regularly, it's all about how we're responding to the changing health care climate," he says. He describes the Affordable Care Act (ACA) as a "work in progress" but one important benefit, he says, is that more people are getting insured, including Medicaid patients. An increasing number of insurers are incentivizing employees to take better care of themselves and there has been a paradigm shift that focuses on preventive measures. Barnabas Health is on board. "It's our mission to go out into the community and continue to provide care in a compassionate way."

Conference attendees also had the opportunity to check out the extensive vendor display featuring Barnabas Health facilities and their programs and services. As the conference took place during October – Breast Cancer Awareness Month – more than 200 women were encouraged to schedule their annual mammogram and to take charge of their breast health.



Compliance Corner: Get Hip to HIPAA with Refresher Course

In 1996, the Health Insurance Portability and Accountability Act (HIPAA) was enacted to protect the efficiency and effectiveness of the health care system in the United States, provide national standards for medical privacy and electronic health care transactions and ensure fair and equal health care.

Since the original rule's adoption, HIPAA regulations have regularly been revised to account for technological changes. The most recent update was the Omnibus Rule. In order to ensure that physician practices have the most up-to-date information and understand the latest policy changes, the Barnabas Health Office Managers Association recently hosted two Get Hip to HIPAA educational courses.

As part of the courses, the final Omnibus Rule was reviewed in depth. The new regulation enhances a patient's privacy protections, provides individuals new rights to their health information, and strengthens the government's ability to enforce the law.

Individual rights are expanded in a number of ways. Patients can ask for a copy of their electronic medical record in an electronic form and less formal documentation for providing student immunization records to schools. The final omnibus rule sets new limits on how information is used, prohibits the sale of patient information to marketing companies and fundraising events and prohibits reporting health information to insurers if services are paid out of pocket.

The changes also expand HIPAA requirements to business associates who receive protected health information (PHI), such as outside consultants, auditors and billing agents. Such third-parties must validate that the business is HIPAA-compliant and employees have been trained, as well.

For example:

- ▶ If fewer than 10 patients have been affected, the impacted patients must be notified by a letter, email or phone call within 60 days of the discovery of a breach.
- ▶ For a breach impacting more than 10 patients, notification must also include information on the facility's website with a phone number to call for information.
- ▶ If more than 500 patients are affected, notice must also be provided to prominent media outlets serving the area.

While HIPAA has been updated to reflect technological changes, HIPAA has not published rules relating to the transfer of PHI to personal devices such as smartphones or tablets. Until such regulations are in place, attendees at the seminar were encouraged to develop office policies for employee and physician use of personal devices.

Patient privacy should be at the forefront of the minds of all staff members. It's imperative that all staff members stay updated on HIPAA regulations to assure that patient information stays private and secure.

For the full presentation from the Get Hip to HIPAA workshops or more information on the education and training programs provided by OMA, visit www.barnabashealthofficemanagers.org.

Barnabas Health Partners with NJ Division of Consumer Affairs on NJ Prescription Monitoring Program

According to the U.S. Centers for Disease Control and Prevention, 40 Americans die every day from an overdose caused by prescription painkiller abuse. In an effort to halt the abuse and diversion of prescription drugs, Barnabas Health has partnered with the New Jersey Office of the Attorney General and the New Jersey Division of Consumer Affairs (DCA) in an effort to register physicians for New Jersey's Prescription Monitoring Program (NJMPMP).

Established by a 2008 state law and launched in 2012, the NJMPMP is a statewide database that collects prescription data on Controlled Dangerous Substances (CDS) and Human Growth Hormone (HGH) dispensed in outpatient settings in New Jersey, and by out-of-state pharmacies dispensing into New Jersey.

Access to the NJMPMP is granted to prescribers and pharmacists who are licensed by the State of New Jersey and in good standing with their respective licensing boards. The NJMPMP allows prescribers to review the CDS prescription history of a patient prior to prescribing a new medication, with the goal of helping prescribers and pharmacists provide better-informed patient care. Patient information in the NJMPMP is intended to supplement a physician's evaluation of the patient, confirm a patient's drug history or document compliance with a therapeutic regiment.

When prescribers or pharmacists identify a patient as potentially having an issue of concern regarding CDS or HGH use, they are encouraged to help the patient find assistance.

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Ask the Practice Management Expert

"Ask the Experts" is a question-and-answer forum featuring leading practice management experts.

Q: You recently began talking to the physicians at United Medical and your staff about kaizen. Can you explain what kaizen is?

A: Kaizen is the practice of continuous improvement. It originated in Japan and the word translates to mean change (kai) for the good (zen). Kaizen is based on the philosophical belief that everything can be improved. Some organizations look at a process and see that it's running fine. We like to think that there is always room for improvement – to be better or more efficient.

Q: How have you applied kaizen in your practice?

A: While we only recently began talking about kaizen, it's something that we've done for some time – the thought that whatever you do, you can always improve and become more efficient. For many years, we continuously made improvements, corrected problems, asked questions and looked for solutions – especially relating to our homegrown EMR. Because we have the ability to make changes to the EMR program, we make those improvements ourselves based upon feedback – rather than being frustrated by something that doesn't work well for us or accept the status quo. Only recently did a staff member say, "that sounds like kaizen" – we finally had a word for what we had been doing.

Q: What can other practice managers do to embrace this philosophy?

A: Curiosity is important – it's something I look for in potential new hires. As a manager, I encourage staff to ask questions. It's important office managers are hands-on, walk around the office and know what's going on so they can look for areas where improvements can be made and inefficiencies addressed. By embracing this philosophy you can identify why a problem exists, explore how to solve the problem and implement specific steps to resolve the problem.

We cross-train employees so they have a better understanding of their job, as well as, the jobs of other staff members and how all the jobs in the office impact one another. People raise questions and make suggestions – and you see the pride and gratification of employees when you're constantly improving on things based upon their input. It's important to not be content when something is working. It may be working well, but we always strive to see if there is a better way to do things.

Success and good leadership only come when managers learn by listening to their staff. It demonstrates that you value others. Our organization is successful because our leadership - Byong K. Park, M.D., and David Park, CEO and President of United Medical – demonstrate these listening skills.

Have a practice management question? Ask an expert! Call us at 1.888.724.7123.

Prescription Monitoring Program *continued*

NJPMP is also used to help physicians and pharmacists in identifying individuals who attempt to obtain prescriptions for non-medical use, i.e. substance abusers and to assist the Attorney General's office in finding physicians who are dispensing prescriptions to abusers.

Through the collaboration with the Office of the Attorney General and DCA, the Barnabas Health Institute for Prevention has completed PMP educational seminars for physicians and healthcare professionals to learn more about the NJPMP. Please note there are plans to offer another educational program in the first quarter of 2015 to target pharmacists; however, the program will be open to anyone interested in learning more about NJPMP.

To learn more about NJPMP, visit <http://www.njconsumeraffairs.gov/pmp/>. For more information about the Barnabas Health Institute for Prevention, please call 732.914.3815, send an email to theinstitute@barnabashealth.org or visit the website at www.instituteforprevention.com.

Our Expert

*Helen Schneider, Director,
United Medical*

Helen Schneider has nearly 18 years of experience in health care office management and more than 30 years of experience in overseeing and controlling accounting activities and supervising staff. As director of United Medical, affiliated with Jersey City Medical Center and a member of Barnabas Health Medical Group, she oversees the day-to-day operations of three practice sites and is responsible for the performance, compliance, human resources and communication of the business. She has also been instrumental in the practice achieving NCQA-PCHM recognition Level 3 twice and in the implementation and execution of ACO activities. Helen attended Fairleigh Dickinson University where she earned a bachelor's degree in business administration.



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Cheryl Cilento, administrative director for Barnabas Health physician practices at Jersey City Medical Center, joined the OMA nearly a decade ago when she served as practice manager for a physician who had privileges at Saint Barnabas Medical Center. While she has enjoyed many of the educational events and resources provided through the OMA, this was her first year attending the Annual Celebration.

“Because of our recent affiliation with Barnabas Health, I thought this would be a good year to attend,” said Cheryl. “It’s a great way to bring people together and really gave me the opportunity to meet new faces. The comedian touched on many of the challenges we face every day in medical practice management and his approach really lightened up some of the issues and reminded us that it’s good to laugh and have fun.”

“The Annual Celebration is a fun event and always a fabulous program,” said Laura Gargione-Cino, director of Cardiology Consultants of Toms River. “This is the sixth or seventh year I’ve attended and it’s always a wonderful opportunity to network, see other office managers and hear about what’s going on in Barnabas Health – it’s just a lot of fun.”

All joking aside, David made a strong closing point to reinforce the fact that easing stress and approaching difficult situations with a positive attitude are important in maintaining a happy environment – for office managers and patients alike. “Whenever you’re faced with these moments of stress in your office, just ask if there’s another way you can look at the situation. It will just make life more fun and make things better at your office too.”



BEST Practice



“Explain to me again why we need gluten-free ink in our printers.”