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MARKETPLACE is a publication of TORCH and TMSI. Please direct inquiries to Vicki Pascasio at 512/750-4128 www.torchnet.org vpascasio@torchnet.org



The Health Insurance "Reform" Waiting Game

As we all wait with baited breath for a final vote on health insurance "reform," the results of a poor economy nationwide continue to erode hospital bottom lines. Many Boards and management teams are frozen in time, unable to make decisions until they see the final results.

Let's put things into perspective, shall we? First, no matter what the reform package it will not mean significant increases in revenues to hospitals. There are a finite number of dollars available. If more people are covered, less money will be paid per person. Second, there is no such thing as a free lunch. If something is given something will be taken away. New government programs mean more red tape, more regulations, and more paperwork. Third, if you have financial or operational issues at your facility now, they will only get worse under the new reimbursement scheme.

Therefore, it is better to ACT NOW, while some funds are available, and fix your current issues while you can. Waiting only delays the inevitable. When DRGs came into use in the early 1980's many hospitals waited to see what was going to happen. Many of those hospitals ceased to exist. We need to anticipate all the possible outcomes and prepare ourselves for the upcoming changes before we are caught up in the "reform." Take these steps to survive:

- 1. Improve your Revenue Cycle Management - Upfront collections, Medical Necessity;
2. Evaluate your current charges - Set prices strategically;
3. Assess your charge capture capabilities;
4. Review your service lines - Rural Health Clinics, Home Health;
5. Lower your facility costs - manage & control expenses.



In other words, ACT NOW. Make all the necessary changes to improve your facilities' daily operations and bottom line. Remember, "He who hesitates is lost."

For more information on revenue enhancement contact Bob Charron, President, BR Healthcare Services, Inc. at (903) 825-6955 or bcharron@brhealthcare.com ; or Vicki Pascasio, President, TMSI at (512) 750-4128 or vpascasio@torchnet.org . BRHS is a TORCH Management Services, Inc. (TMSI) "Endorsed Partner."

Healthland Helps Community Hospitals Meet ARRA Guidelines While Improving Buying Decisions for Healthcare IT



As healthcare providers work toward meeting the American Recovery and Reinvestment Act (ARRA) guidelines, the process for facilities with limited resources - particularly rural and small community hospitals - becomes even more critical. Information about how to invest in health information technology and gain a return-on-investment is just as important as specific ARRA requirements. **Healthland**, America's market leader of solutions for small community hospitals, is helping to simplify the technology selection process by taking part in [The ARRA Era - Takin' HIT to the Streets](#). The regional conference, sponsored by the Healthcare Information and Management Systems Society (HIMSS), will be held December 4, 2009, in [Dallas](#).

HIMSS will provide complimentary registration options for conference attendees who plan to . . .

"Immediately after the stimulus bill was passed, we formed a **Healthland** ARRA committee," said James Burgess, President and CEO of **Healthland**. "Our goal was to take a proactive role and become a resource for small community hospitals. Our participation in the HIMSS conference further supports our goal by providing the small community hospital market with expert advice on the ARRA legislation and an opportunity to gather feedback from healthcare providers in the trenches."

The one-day conference will give healthcare providers a chance to discuss their technology needs with participating product and service providers, and attend educational sessions covering the topics of ARRA, contracting, privacy and security, health information exchanges, clinician use of health IT and ROI for the electronic medical record. In addition, **Healthland** will present at the Small Hospital Forum during the event.

"Healthcare providers who plan to purchase or upgrade their health IT systems are looking for the right technology solutions to document meaningful use and provide a positive ROI," said Dave Garets, HIMSS Analytics President/CEO. "The solution providers will share targeted information and technology options with the healthcare providers to help them make an informed buying decision."

HIMSS will provide complimentary registration options for conference attendees who plan to purchase an EMR; do not currently have a contract with a solutions provider and will attend a product/services provider session at the event. Qualification guidelines are available at: <http://www.himss.org/hitstreet/register.asp> or contact 320.634.1326 for additional seminar details.



FOR IMMEDIATE RELEASE



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Revenue Cycle Management Firm TransCend Becomes Xtend Healthcare

(Hendersonville, TN) – *TransCend Healthcare*, a full-service revenue cycle management firm, has announced a change in the company's name to **Xtend Healthcare**.

The new name follows the acquisition earlier this year of a majority interest in *TransCend* by Tom O'Neill and Howard Kirshner, who have long experience in the field of revenue cycle management. **Paul La Scola**, *TransCend's* former CEO, remains on board as **Chief Operations Officer** with an ownership interest.

"Our business and our services have not changed," said Kirshner, who serves as President of the company. "But the joining of our experience and resources with those of *TransCend* extends our respective capabilities and expertise as a combined operation. We believe that the new name appropriately reflects the added value our company offers to our clients and prospective clients, for whom we serve as a seamless and powerful extension of their own business offices."

"Tom and Howard have built a very successful company and know the business," La Scola said. "Now they can take us to the next level, and we are excited about the opportunities ahead."

O'Neill and Kirshner, each of whom possesses three decades of healthcare experience, previously were the principals of Advanced Receivables Strategies (ARS), a well-known and respected revenue cycle management firm that was purchased by Dallas-based Perot Systems in 2001. A full-service firm, ARS, founded in 1980 was known especially as a leader in managing intensive, onsite AR recovery projects.

TransCend was established in 1990 as Health Management Resources.

Collectively, the *Xtend* management team offers clients more than 125 years of experience in the field. Over the years, through their respective predecessor companies, the team has served hundreds of clients across the country - from tiny, critical-access rural hospitals to facilities with over 1000 beds and multi-hospital health systems.

The company offers a full suite of advanced revenue cycle solutions, including:

- primary business office services;
- extended business office services;
- onsite and offsite recovery services;
- revenue cycle consulting and redesign; and
- automated claims status - a sophisticated, data-driven solution that enables clients to review the status of all outstanding claims in real time, pinpoint those that require attention, and streamline their office workflow.

"Though our clients have differing needs, our services are designed to offer common critical benefits," said O'Neill, **Xtend's** Chief Executive Officer. "We help hospitals revolutionize their revenue cycles, extend their staff and IT assets, and improve the bottom line. In today's healthcare environment, those advantages can be more critical than ever."

Contact **Paul LaScola**, CCO, for additional information at 615/447-2000 or plascola@xtendhealthcare.net.

Xtend is a TORCH Management Services, Inc. (TMSI) "Endorsed Partner."



where we deliver a basketful of information on products and services.

CALENDAR OF EVENTS

TORCH Annual Conference
April 14, 15 and 16, 2010
Hotel InterContinental, Texas

This issue of Marketplace has been emailed to all members. You will now receive all TORCH newsletters electronically.

**TORCH Management Services, Inc.
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TMSI brings proven and practical solutions together in one place so our members benefit and receive value.



TORCH Corporate Members

demonstrate support of rural healthcare by their participation in TORCH and we are pleased to have them as part of our organization

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The listing of Corporate Members is in your TORCH Directory and new members are highlighted in the Frontline Newsletter.