



AAHAM

American Association of Healthcare  
Administrative Management

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*Empowering the future of healthcare  
revenue cycle excellence.*

Maryland AAHAM  
September 12, 2024

Annual Institute  
Ocean City, MD

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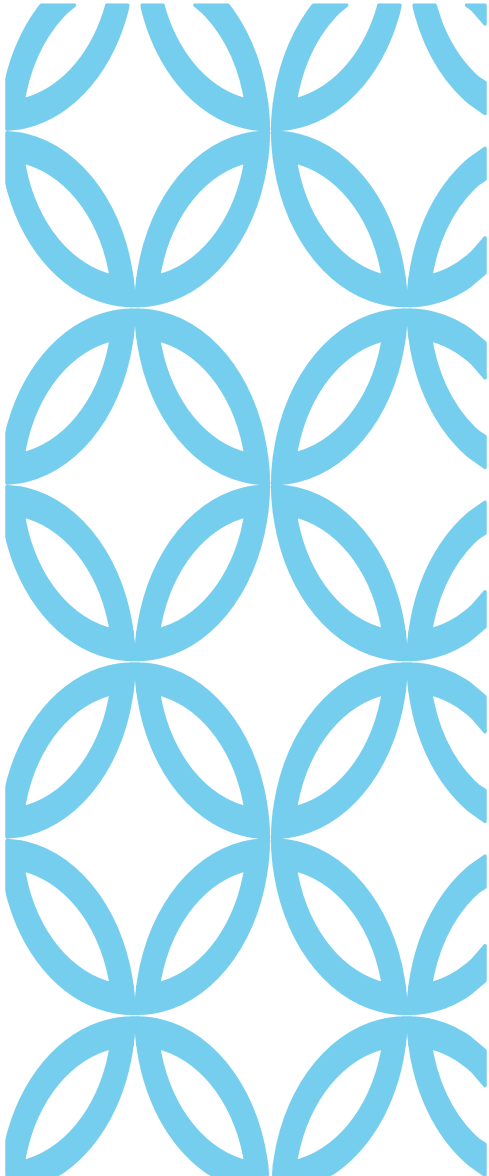
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**2024 UPDATES**

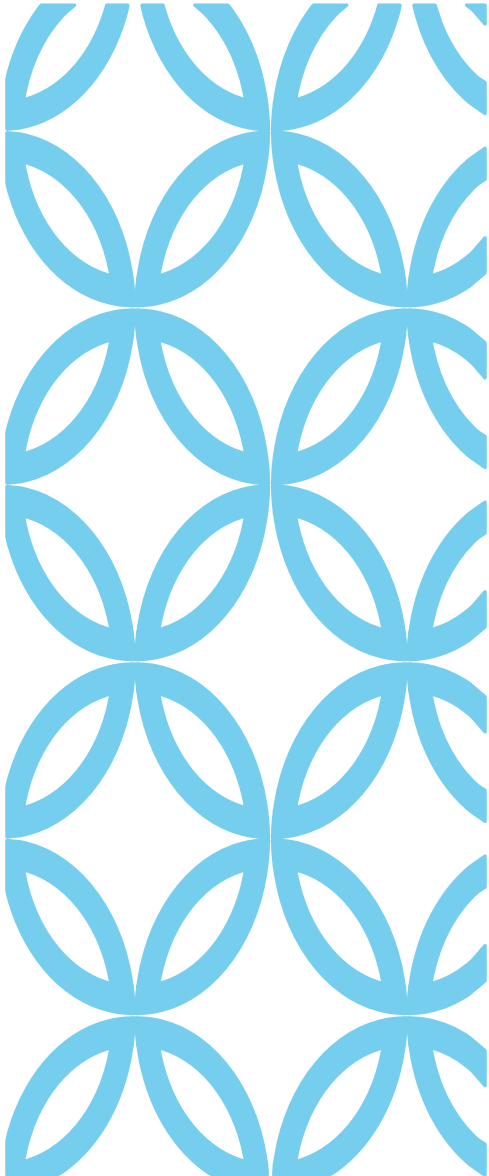
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**REIMAGINE AND REFRESH THE AAHAM BRAND**  
**MARKETING AND COMMUNICATION STRATEGIES**  
**AAHAM BOARD AND CHAPTERS**  
**MEMBERSHIP**  
**ELEVATE CERTIFICATION AND EDUCATION**  
**REVENUE AND PROFITABILITY**  
**ADVOCACY EFFORTS**

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**2024 STRATEGIC  
PRIORITIES**



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## **NEW MISSION STATEMENT**

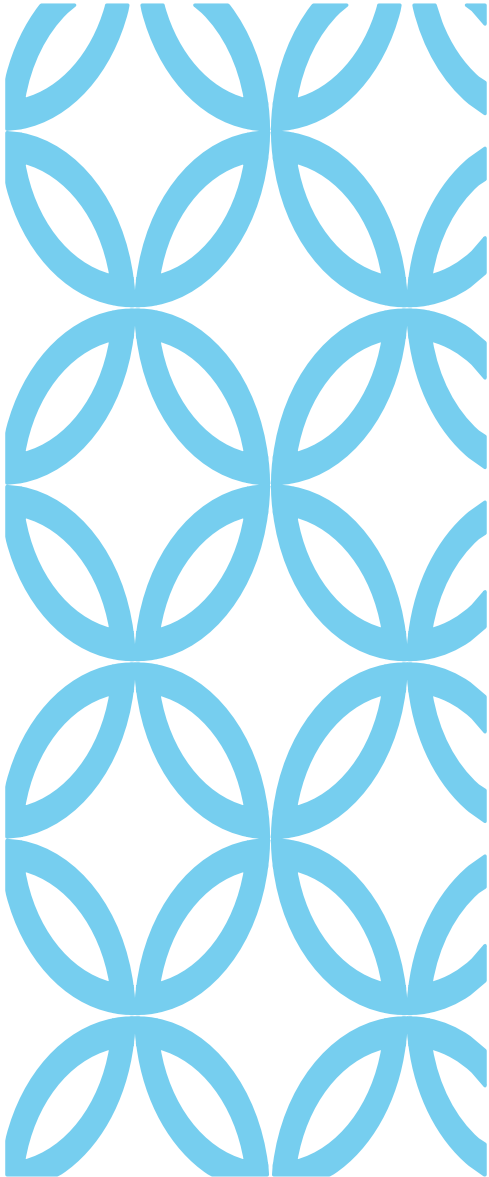
**AAHAM is the leading resource for the healthcare revenue cycle community, dedicated to providing unparalleled education, certification, advocacy and career development.**

## **NEW VISION STATEMENT**

**AAHAM Empowering the future of healthcare revenue cycle excellence.**

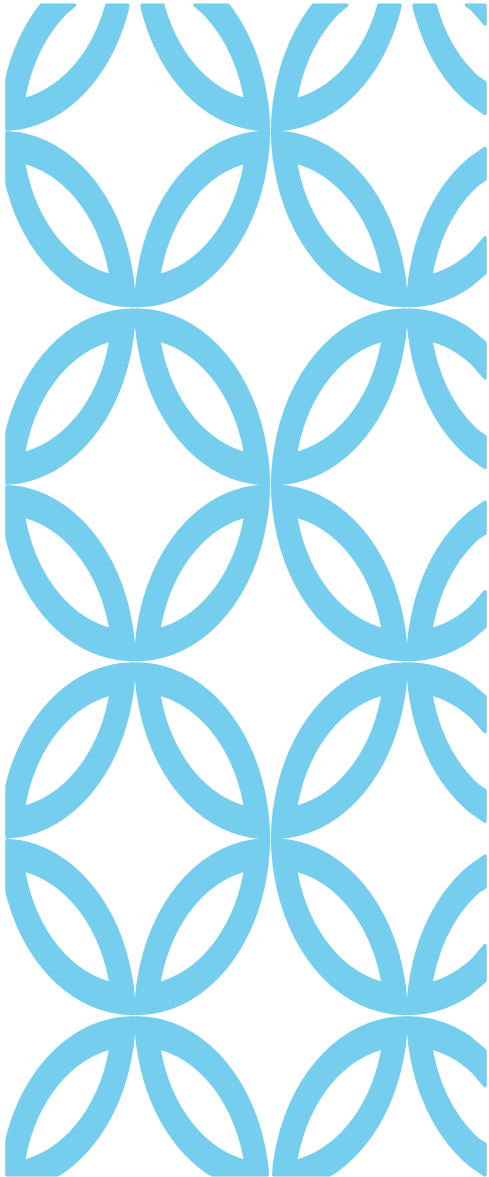
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# **2024 STRATEGIC PRIORITIES**



# On the Horizon

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Empowering the future of healthcare  
revenue cycle excellence.

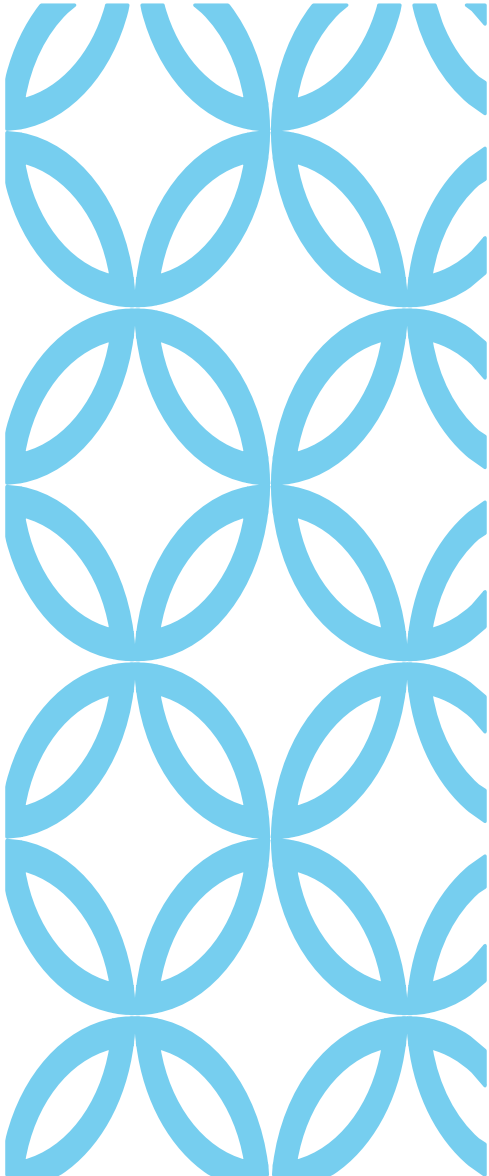
**Patient Account Management Week**  
**October 13 – 19, 2024**

**Patient Account Management Day**  
**October 18, 2024**

*2024 Theme “Championing Patient Advocacy  
in Billing – Navigating Financial Wellness  
Together”*

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**PATIENT ACCOUNT  
MANAGEMENT WEEK**



## TOPICS INCLUDE

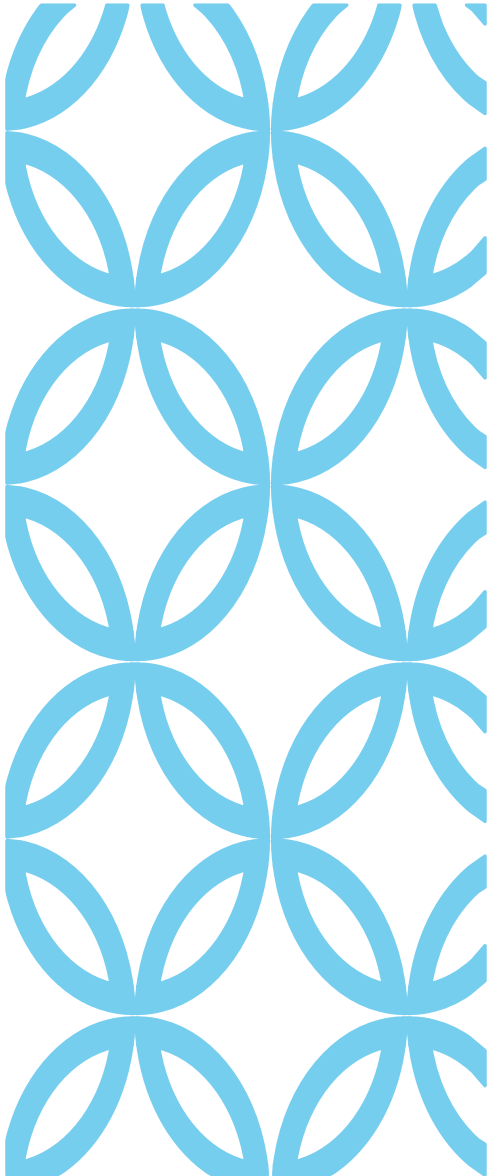
**EMPHASIZE THE COLLABORATION BETWEEN PATIENTS & HEALTHCARE PROVIDERS TO ENSURE FINANCIAL HEALTH**

**FOCUS ON TRANSPARENT BILLING PRACTICES & PATIENT EDUCATION**

**PROVIDE RESOURCES & SUPPORT FOR PATIENTS NAVIGATING FINANCIAL CHALLENGES**

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# **PATIENT ACCOUNT MANAGEMENT WEEK**



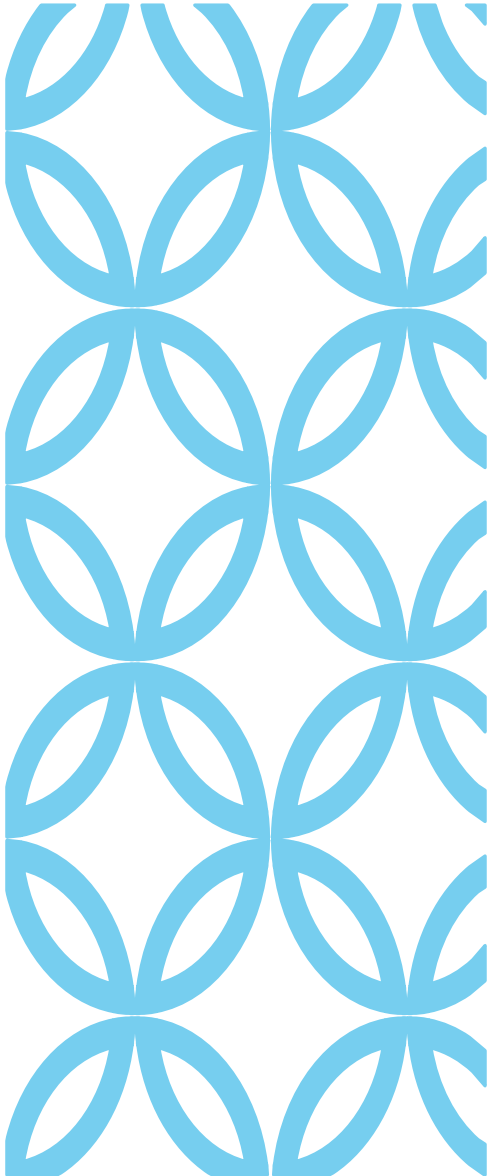
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**National Patient Account Management Day was established on October 18, 1989 by a proclamation from the U.S. Congress when AAHAM (AGPAM) sought to officially recognize healthcare administrative management throughout the Country.**

**AAHAM proudly celebrates our colleagues during PAM week.**

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**PATIENT ACCOUNT  
MANAGEMENT WEEK**



**ANI WILL BE HELD NOVEMBER 12-14, 2024**

**THE WORTHINGTON RENAISSANCE  
FORT WORTH TEXAS**

*Pioneering the Future of Revenue Cycle Excellence*  
**INNOVATE. LEAD. OPTIMIZE.**

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**2024 ANNUAL  
NATIONAL INSTITUTE**

## 2024 ANI Tentative Schedule

### Tuesday, November 12, 2024

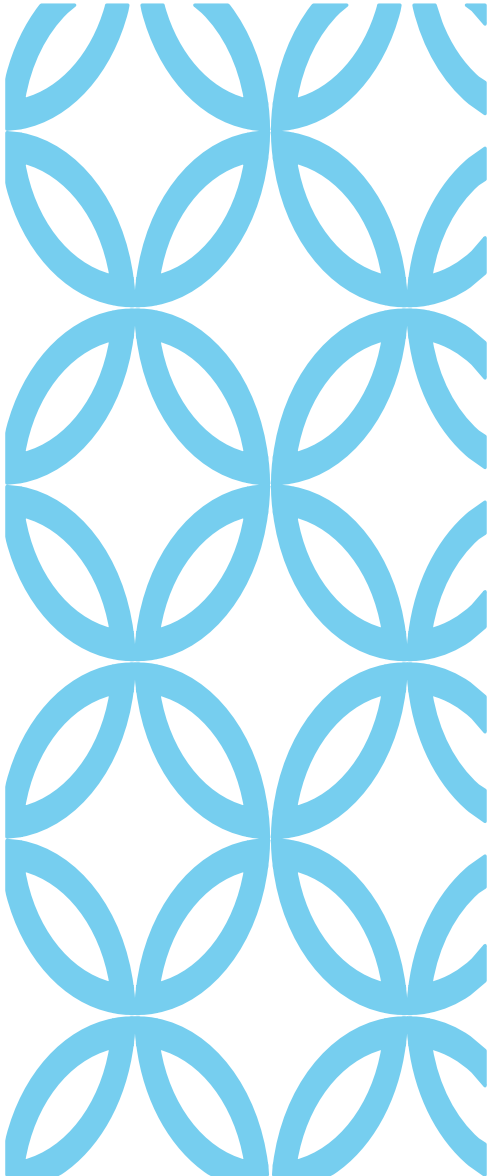
- AAHAM Board of Directors Meeting
- Welcome Address, & Awards Ceremony
- Opening Keynote Speaker (Welcome! Jeff Butler)
- Break Out Sessions
- Network Reception & Exhibit Hall Opens

### Wednesday, November 13, 2024

- Break Out Sessions
- Annual Business Meeting (Veterans Day Recognition)
- Panel Discussion

### Thursday, November 14, 2024

- Break Out Sessions
- Closing Session with Marcus Morrow
- Raffle & Prize Drawings
- Rooftop Closing Celebration



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# 2024 Survey Results

Review Participants comments

Continue to work on post-Legislative  
Day follow-up and additional meetings  
with DC Lawmakers

Working on comments to CFPB proposal to  
eliminate Medical Bad Debt

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# 19<sup>TH</sup> ANNUAL LEGISLATIVE DAY



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# 2024 COMMITTEE UPDATES



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**2024**

**CERTIFICATION**

## CRCE Committee

- Review current Exam Questions
- Manual Updates to include current topics
- Review Webinar Surveys

## CRCP/CRIP Committee

- Review Manuals for updates
- Continue focus on CRIP upgrades

## CRCS/CCT Committee

- CRCS Scoring for September

## All Certification Committees

- Survey webinar attendees
- Review use of Zoom vs Freeform Platform
- Use of Chat Feature during Webinars

# COMMITTEE HAPPENINGS

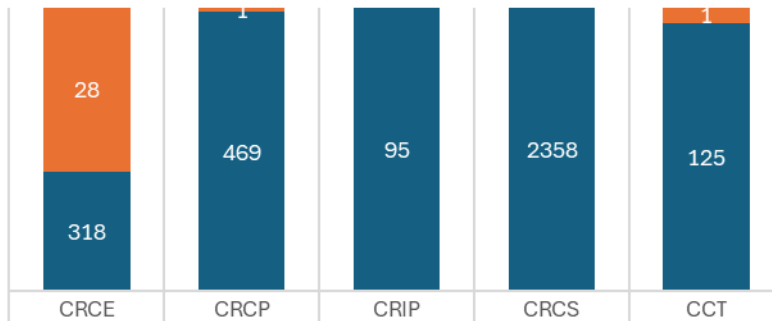
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# AAHAM CERTIFICATION

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## CERTIFICATIONS

■ Active ■ Lifetime



	CRCE	CRCP	CRIP	CRCS	CCT
■ Lifetime	28	1			1
■ Active	318	469	95	2358	125



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# 2024 MEMBERSHIP

## Corporate Membership Program

- Regular dues pricing for initial members, discounted pricing for additional member above the threshold
- Analyze financial implications
- Engage business partners

The Membership Committee continues to promote, encourage and grow members to ensure AAHAM is a diverse and vibrant organization.

# COMMITTEE HAPPENINGS

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# 2024 CHAPTER DEVELOPMENT

## Chapter Excellence Report

- Reviewing Platform opportunities
- Developing new submission content
- Roll-out for 2025

NOTE: CERs submission was suspended for 2023 except for financial reports. Chapter Excellence Award will not be presented during the 2024 ANI.

## Chapter Assistance

- Continues work with Chapters to assist with retention of members and development of education programs.

NOTE: Chapters are required to submit the ANI Hardship Application prior to ANI

# COMMITTEE HAPPENINGS

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# 2024 EDUCATION

## ANI

- Finalizing speakers, panel and roundtable sessions (complete)

## Webinars

- Continue to present 1-2 webinars per month
- PAM Week webinar schedule
- Review options for webinar platform for improved sessions

## Speaker Database

- Updated Speaker Database to be more user-friendly for Chapters/Members with current speaker information

# COMMITTEE HAPPENINGS

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**2024**

**GOVERNMENT  
RELATIONS**

## Hybrid Legislative Day Review

- Reviewing decision to keep traditional in-person model versus hybrid model during Presidential election years
- American Collection Association
  - Beginning talks with ACA's CEO for debt collection initiatives

## CFPB

- Develop and submit comments on proposal to eliminate all medical debt reporting

# COMMITTEE HAPPENINGS

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# 2024 PRACTICES & STANDARDS

## Finalize Items

- Reviewed CEU waiver requests
- Reviewed President's Manual and Bylaws to identify inconsistencies in both
- Recommendations submitted – can a proxy for a National Board meeting be a non-certified member

## In Progress

- June 2024 bylaw review
- Scholarship Applications

Due September 15, 2024

# COMMITTEE HAPPENINGS

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**Continue with major AMC transition with a deep dive into financial stability**

**Continue to track Instagram engagement and decide direction for future use.**

**Post 2024 Legislative Day and ANI promotions, Questions of the Week and video testimonials.**

**Initiate a “certification” campaign to promote AAHAM Certifications.**

**2024 – 2025  
LOOKING  
AHEAD**

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# AAHAM EXECUTIVE COMMITTEE

## **National President**

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## **National First Vice President**

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## **National Second Vice President**

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CCT

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## **National Treasurer**

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CCT

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## **National Secretary**

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