



**HEALTHCARE
REGULATION
UPDATE:**
New HIPAA
Breach
Notification Rules

Page 9



**HOSPICE &
HOME CARE
IN SOUTH
FLORIDA**
Pages 20-25

PSKY STD
U.S. Postage
PAID
West Palm Beach, FL
Permit #4595

South Florida **Hospital News**® and **HEALTHCARE REPORT**

Volume 6 • Issue 5 • \$3.00 November 2009

THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

EDUCATION



Dr. Mary Jane Moore

Keiser University's New Programs Prepare 21st Century Health Information Professionals

BY NANCY KENNEDY

As the American healthcare industry begins to undertake the inevitable conversion from paper-based to electronic medical records and systems, hospitals and other healthcare related facilities and organizations face a host of challenges. Among these are finding the means to finance the costly conversion, plus finding a qualified workforce capable of managing the logistics of such an enormous, complex change. Fortunately for hospitals in South Florida, Keiser University has recognized this emerging need and responded by developing two new programs that will provide those highly qualified, computer-proficient healthcare professionals.

Keiser University's new Associate of Science and Bachelor of Science in Health Information Management programs will prepare students for entry level positions as Health Information Technicians (RHIT) and Health Information Administrators (RHIA). Launched in August at the

Continued on page 14

COMMENTARY

Economic Crisis Will Change The Health Care Delivery System: Why Family Physicians Should Take The Lead!

BY BERND WOLLSCHLAEGER, M.D., FFAFP, FASAM

Every business in America is buckling under the increasing costs of healthcare expenses. Americans will spend \$2.4 trillion on health care in 2008, which is equal to \$7,900 a person! No industrialized nation in the world comes even close to what America spends on healthcare! Most politicians consider health insurance reform as the primary goal but what we need is not ONLY health insurance reform BUT healthcare access and delivery reform!

The Massachusetts healthcare reform model has demonstrated that expanding coverage without improving access to quality healthcare is a recipe for failure. The success of universal health coverage depends on an adequate supply of primary care physicians, especially family physicians. Current physician workforce models are already forecasting a shortage of 46,000 primary care physicians by 2025.

The access problem will be compounded by the fact that within a few years, the first wave of the 76 million Baby Boomers will become eligible for Medicare. Patients older than 85, who are in the most need of chronic care, will rise by 50% by the end of this decade. Let's not forget that chronic disease care already consumes 75% of all healthcare costs but our healthcare delivery system is ill equipped to coordinate chronic disease management.

According to a study published in the *New England Journal of Medicine* the average

Continued on page 26



Dr. Bernd Wollschlaeger

TECHNOLOGY



Humberto Comellas

Adapting Wireless Technologies in Healthcare

BY HUMBERTO COMELLAS

Electronic Medical Records (EMR) has captured the attention of practitioners, insurers and policy makers for years. With the enactment of The American Recovery and Reinvestment Act of 2009 which provides billions of stimulus dollars along with Medicare bonuses over the next 5 years, for those physicians that implement EMR systems, the interest has escalated.

EMR systems are a part of the larger patient safety debate and seen by some as a key component of any patient safety solution.

What is an EMR? EMRs at its core is the ability to have historical patient data available in an electronic manner wherever the patient may be. It is a collection of electronic health information that provides immediate access by authorized users. EMRs may involve knowledge and decision support tools that enhance safety as well as support of efficient processes for health care delivery.

With the emergence of secure and robust wireless technologies, a hospital or medical practice can achieve desired results during patient stays or visits by adapting electronic or digital bedside collection systems.

Continued on page 32

OUTSOURCING

Collect More By Working Smarter!! How much money is your practice leaving uncollected? Outsource your pain and increase collections.

BY JUAN H. KOURI, MHSA

"Maybe you should just let someone else do it"

A Practice Management Company will take a cut off the top of what it collects for you. But if they don't produce, they don't get paid. This keeps them highly motivated to collect your revenue. If you don't get paid they don't either.

If you are collecting less than 95% of what your contracted rates allow, including the patient's responsibility, you should be concerned. The Medical Group Management Association (MGMA) has established receipts collections benchmarks for medical practices. Your practice should collect at least 90% of the expected

Continued on page 6



Juan H. Kouri

COVER STORY: Keiser University's New Programs Prepare 21st Century Health Information Professionals

Continued from page 1

school's main Fort Lauderdale campus, the programs blend healthcare and information technology, training students to use a myriad of information resources and technologies that will enable them to serve in a variety of health care environments. According to Mary Jane Moore, M.D., Associate Vice-Chancellor for Academic Operations at Keiser, the program was created as a service to the community. "We began planning for this program two years ago, when we recognized both the national and regional indicators of a growing need.

The transition to electronic medical records means that hospitals will need talented workers with both healthcare knowledge and computer skills. Hospitals here are beginning the conversion and we are providing leadership in meeting their personnel needs. In the very near future, our graduates can come to these facilities and help them set up their new systems and processes, and implement, utilize and maintain them."

Information is the lifeblood of the healthcare industry, and managing that information is the responsibility of the health information profession. Every time a patient receives care or treatment in a health care setting, information is being communicated, documented, reviewed, shared, categorized, analyzed, distributed,

stored and protected. Information drives healthcare, and the quality, access and security of that information is critical to quality of patient care. Health information management and technology professionals work in diverse environments -hospitals, physician offices, clinics, rehab and long term care facilities, law firms, government agencies, consulting firms and health insurance companies - essentially, anywhere that patient data is utilized.

The profession is growing by leaps and bounds, with job growth expected to be far above average for the next several decades. "At Keiser University, we don't start a program unless we are confident that there will be a job market for our graduates," Moore states. "With health information management, the job growth potential is enormous."

There are 42 students currently enrolled in the new program, and Keiser University plans to eventually offer it at all of their South Florida sites - West Palm Beach, Kendall and Pembroke Pines, plus Sarasota. Students in both programs take general education classes first, and then focus on the core subjects in a uniquely designed 4-week course format that allows for intense concentration on one class at a time. Keiser, which is Florida's leading statewide provider of career-focused, post-secondary education, emphasizes career development and offers

“ At Keiser University, we don't start a program unless we are confident that there will be a job market for our graduates. With health information management, the job growth potential is enormous. ”

- Dr. Mary Jane Moore

flexible schedules and online classes. "Keiser University prepares students for the work and for the workplace," says Moore. "We teach students to become complete professionals, and we offer both solid academics and career development services to our graduates for a lifetime."

That philosophy holds great appeal to students Maria Everett and Marc Beracha. Everett, who is employed at St. Anthony's Rehab Hospital, appreciates the small, single class approach as well as the school's dress code. "This is the wave of the future," she believes. "I'm making a career change to one of the newest healthcare professions and I'm excited about my job prospects." Beracha is a military veteran who hopes to find a position within the Veterans Administration hospital system. "There is going to be a high demand for HIM professionals and I will be fully trained. I like the professionalism at Keiser University and the convenience and flexibility in the program."

Although health information management is a healthcare profession that does not entail working directly with patients, it has a significant impact on patient care and on the entire industry. HIM professionals communicate with physicians and nurses and organize and provide the information that is used for decision-making and care planning. The healthcare data that they manage is often the basis for new systems, software and research and cost containment efforts.

Keiser University is presently in the process of achieving accreditation for the new programs. The university serves over 16,500 students at its 13 campuses, offering over 50 associate, bachelors and doctoral degree programs. It is regionally accredited by the Commission on Colleges of the Southern Association of Colleges and Schools.

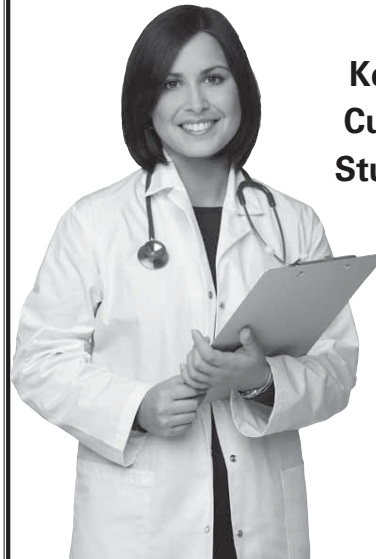
To learn more about HIM programs at Keiser, visit www.keiseruniversity.edu.



Subscribe to
SOUTH FLORIDA HOSPITAL NEWS
today!

Subscribe online at
www.southfloridahospitalnews.com
or call 561-368-6950

Master of Science in Physician Assistant



**Keiser University is
Currently Accepting
Student Applications**

- ✓ Classes begin in January 2010
- ✓ 24 month program
- ✓ Small classes with an emphasis on individualized attention



KEISER UNIVERSITY
GRADUATE SCHOOL

1.866.274.3141

Admissions Hours: Mon - Thurs 8am - 10pm,
Fri 8am - 8pm, Sat - Sun 9am - 10pm

KeiserUniversity.edu/GraduateSchool/PA