

HCCA



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REGISTER TODAY!

FOR THE ADVANCED ACADEMY JUNE 20-23, 2005

HYATT AT FISHERMAN'S WHARF SAN FRANCISCO, CA

For more information go visit, www.hcca-info.org or see page 36 of this issue.

Letter from the CEO

Roy Snell

Accomplishment and Change

We are five weeks away from the Compliance Institute and are excited to have 1200 people already registered for our annual meeting. For those of you who can't make the annual business meeting at the Compliance Institute, I would like to share some recent changes and significant accomplishments. We look forward to reviewing and discussing more of the following information at our annual business meeting at 12:00 p.m. on Monday, April 18th, in New Orleans.

In the past three years, HCCA has experienced significant change and explosive growth. We now manage our own office. The web site, newsletter, and certification are amongst the most respected in the industry. Membership has grown 25% and attendance at the Compliance Institute increased 40% in 2004. Along with these changes, the HCCA Board has made administrative changes to ensure proper oversight and governance of the association. HCCA changed the start date of the Board members' terms from January 1, to coincide with the Compliance Institute, approved an increase in the size of the HCCA Board from 15 to 18, and now appoints two of the six new Board positions each year.

By starting the Board terms at the annual meeting, we are now able to properly recognize the efforts of departing Board members and conduct the strategic planning meeting in January, as opposed to midsummer. We now invite incoming Board members to the strategic planning session for orientation, which helps facilitate their ability to hit the ground running when their term starts in April.

When HCCA began, the Board size was 20. Later the Board size was cut to 15. As we downsized, it became clear that this change put a significant burden on the remaining Board

members. The HCCA Board is actively involved in each of our 38 meetings, newsletter, web site, certification and many other leadership projects. This, combined with the recent growth of the association, led the Board to increase its size from 15 to 18. Each year, six Board terms end and six begin.



Along with the increase in Board size, the election process was changed to elect four and appoint two members. Each year members select four Board members from a slate of nominees (typically eight). The Nomination Committee selects two who are reviewed and approved by the Board. This change has allowed the nominating committee to facilitate a voice for underrepresented groups, find those with unique or independent perspectives, and ensure compliance with current thought leadership on proper governance.

I have watched this organization grow from three to 3,700 members in nine short years. Peers and partners of this organization often comment with admiration on the governance and growth of this organization. We have not only dealt with the change but we are setting an example that others follow.

One could cite many reasons why HCCA has done well; however, it is clear that the membership, leadership, and strong governance play a key role. Generally speaking, entrepreneurial behavior, decisiveness, and a willingness to take chances helps explain the growth. More specifically, the success is a credit to the governing Board and members who have taken on leadership positions, speak at conferences, plan conferences, write articles, contribute to the web site, and coordinate projects such as certification and effectiveness. It is due to the involvement of great advisors and outside supporters who have contributed intellectually and financially to the success of HCCA. We have also been blessed with a very committed staff. With all of these changes and continued participation by the aforementioned individuals, we will continue to do well. We look forward to continued discussion about HCCA's accomplishments and change at our business meeting and other venues. ■