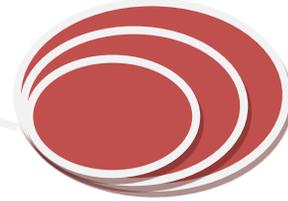




# Health Highlights

From The College of Health Sciences

Medical Business  
Professionals



## Welcome Back!

Kathy H. Wood, PhD, FHFMA, University Dean, Health

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I hope you enjoyed the first quarterly newsletter, which provided information on the exciting activities of the health programs within CTU.

Our program committees continue to meet at least twice a month to review our program offerings. We continue to look to the future of the health sciences programs by assessing our programs, thinking strategically

about how to support our students and alumni, and assessing our programs and outcomes.

We are always interested in our student successes. Please let us know what you are doing with your degrees—are you working in the field for the first time? Have opportunities changed as a result of earning a degree? Are you

planning on returning to school for an advanced degree? We would love to spotlight your successes in one of our future *Health Highlights!*

As always, if you need assistance in your career search, contact Career Services. They will be happy to help you in your journey.

## New Faculty Chair for Healthcare Sciences Rockie McDaniel, DNP

### Special points of interest:

- “You do the right thing because it is the right thing to do”
- United States Navy
- Nursing Administration

Rockie (Rock) is married, with one daughter who has blessed his family with 5 year old and 19 month old granddaughters. He is the eldest son of three from a small, yet proud family, whose heritage can be traced by the family insignia hanging high in the air in front of his family’s homestead. With the signage, his family also lives by a code of honor, “You do the right thing because it is the right thing to do.” Few words to live by and yet it has meaning, giving personal strength and guidance to his family for conquering personal or professional obstacles which they might encounter.

His education, owed to the United States Navy, consists of two bachelor degrees: the first in political science and psychology and the second one in nursing. He has a master’s degree with 2 post masters: one in nursing with emphasis in critical care and nursing administration, one in pediatric nurse practitioner, and family nurse practitioner all from Old Dominion University and Stony Brook University. He completed his doctorate of healthcare administration from University of Phoenix. He is also a naval officer with over twenty years

of experience, having served on active duty and active reserves as a healthcare provider. Also, he has owned and developed several rural healthcare clinics in the state of Kentucky employing physicians, nurses, and all support staff.

His adjunct teaching experience since 2000 has been both on traditional classroom and online platforms with didactic development in healthcare administration and clinical instructorship for nurse students and advanced practice nurses. He brings a wealth of experience to CTU!

## ICD-10 Change Everywhere

Amber Krasny, MBA, RHIT, CPC, CMRS, and Jennifer Lame', MPH, RHIT Online Program Administrators

*"ICD-10 will not only affect the coders in any office, but all areas within the medical industry as a whole..."*

For some ICD10- CM/ PCS is a world away, but the reality is, it will be here before we know it! What does ICD-10 stand for one might ask? ICD stands for the International Classification of Diseases and we are moving to the 10<sup>th</sup> Revision in 2013! The CM stands for "Clinical Modification" and PCS stand for "Procedure Classification System", which is used for procedure coding, commonly by facilities.

ICD-10 will not only affect the coders in any office, but all areas within the medical industry as a whole, such as billing and administration, even management! Do not be mistaken when someone tells you the change will only

affect the coders, as the change will impart the entire billing process.

What are some of the high level changes for ICD-10 that you can expect to see in our program through various courses?

- Implementation- October 1, 2013 for All
- Requires national planning for transition from ICD9 to ICD10
- Network Management Changes
- Financial Impacts with Reimbursement
- Developing business processes, policies and deployments for new software

What does this mean for you? You may learn about ICD10 through your program from an administrative level and how you can help with those changes as everyone prepares! Be alert and on the lookout for ways you can help increase your own knowledge in keeping up with all of the changes as they roll out. The largest impacts will be for the coders, but administrative staff will still be a part of the overall training process. The first steps in any implementation are to create an awareness of what is coming and then identify the impact analysis. There is no one size fits all for these changes, so keep your eyes open and read everything you can to become educated and prepared!

## Professional Networking Series: Part I

Lisa Summerour, MSM | Experiential Learning Specialist

*"Assist you in developing a clearer understanding of what networking is and is not"*

You have likely heard statistics like 65-75% of jobs are obtained through networking (<http://blog.jobfully.com/2010/07/the-math-behind-the-networking-claim/>). Maybe you are familiar with the many networking groups, organizations and online social media sites telling you how networking can benefit you in your career development. And still, it is possible you have no idea how you should begin networking.

In this three part series I am going to provide information to assist you in developing a clearer understanding of what networking is and is not by:

- Challenging yourself to complete focused activities designed to help you gain confidence as you begin or refocus your professional networking career
- Encouraging you to make professional networking an intentional and ongoing aspect of your professional life

First, what is professional networking? Networking is work. It is not an activity to be done

passively or without preparation and planning. I will preface my definition by saying this; there are many variations on this theme. After many years of involvement in various networking organizations, this has come to be my definition:

*Professional networking or business networking is the intentional process of developing and maintaining profitable relationships for the purposes of exchanging useful information and resources that benefit one or more individuals professionally. In this case profitable may include financial increase, access to resources, being a resource or gaining knowledge.*

What networking is not: It is not a lopsided relationship designed to provide a one-way stream of resources to the person looking for a job. In other words, networking is not an "all about you" venture, simply because you may be the person in search of employment. Even if you are unemployed, your attitude should be "What do I have to offer?" The following exercises are designed to help you be confident that you can be a valuable asset when networking.

### Assessing Your Contacts

Networking is not a numbers game. It is about the quality of the relationships you develop and it requires practice. Begin with those closest to you. Depending upon where you are in your career, you may not have many professional relationships to work with and that is fine. Work with what you have now. Look at the contacts in your Outlook, your rolodex, your . . . well, where ever you keep your contact list! As you go through them, divide them into three groups based upon your relationship with each individual. Here are the three categories (feel free to rename them):

- **Valuable** – meaning people with whom you have done business; have established a strong positive relationship; and individuals who would likely be comfortable recommending you should an opportunity present itself.
- **Accessible** – meaning someone you communicate with, but your relationship has not developed to one where you have done business with them; or where they know enough about you (or you them) to feel comfortable making a referral.

## Professional Networking, continued

- **Visible** – meaning you and this person may or may not recognize each other on site, but there is no real relationship established beyond that.

The remaining contacts are individuals with whom you have no identifiable relationship. These are the deletes, trash. Remember, this is not a numbers game. Having a massive list of contacts with whom you have no relationship, serves no purpose in your new intentional professional networking plan. Contacting them could actually be counterproductive to your goal of building relationships. If you are still gasping for air you have permission, for now, to simply separate these contacts from the rest of your list.

You now have a definition of professional networking. Feel free to tweak it and personalize as you see fit. You also have your own contact list sorted into three categorized groups and a delete pile. Now what?

### Do the Work

Below are four things I would suggest you do before you officially begin entering networking forums:

**Get business cards – Be professional.** It is a misnomer to think you only need business cards when you are employed. You need them even more if you are not working. Keep them simple, name, email, telephone and either your status as a student (program/degree) or your field if you are out of school. You can visit your local office supply store or go online to a service like Visitaprint.com.

**Have a current resume – Be prepared.** The faster the better, when delivering your resume to a prospective employer. Take advantage of CTU’s Career Services Department at 1-866-813-1836, option 4 to receive assistance with your resume, cover letter and interview preparation.

**Make a statement – Be polished.** Be able to verbalize

(in 30 to 60 seconds) who you are; what you are doing now; what you are looking to do or who you are looking to connect with. Example: “I spent five years working as a medic in the Navy. I am currently completing my BSHSA degree and I am interested in networking with others currently working in healthcare administration.”

### Research networking forums

– **Be proactive.** Do your homework. Learn what groups are out there and who is involved with them. Use your local newspaper to locate networking groups and organizations in your area. Join LinkedIn (linkedin.com)\*. Also check with your local library and chamber of commerce. If this is beginning to feel like work, you are on the right path. After all it is *networking*. And you are now on your way to making it work for you.

**\*Contact me regarding training to help you navigate LinkedIn.**

*Stay Tuned for Part II!*



“Do the Work”

## Spotlight on Professional Organizations

### Medical Voyce:

Medical Voyce sits in the center of many different health care industry players and connects them all together to facilitate communication. Medicalvoyce.com is a dual-sided web portal connecting members of the medical community to each other as well as the health care consumer. Being built with involvement of medical/health care professionals has helped it meet the needs of physicians. Within Medical Voyce are two unique Web interfaces for two separate audiences: Professional and Public.

Public Medical Voyce is a regional health care resource identifier helping potential patients find providers, resources and assistance for their own local health needs,

empowering them to take control of their own health care.

Professional Medical Voyce and its tools are free to all members of participating medical societies, associations and hospitals. The portal addresses a myriad of issues including work-flow, informational, educational, and peer-to-peer communication for medical professionals; practice administrators; and health care executives.

There are several key tools and informational programs that make up the Public and Professional Portals. Chief among these is the Provider Directory, a multi-state directory of physicians with

extensive information exclusively for medical providers to determine and send referrals. Again there is no cost associated with any profile so there are no barriers to inclusion or updating of information. This directory has a limited information view that is accessible to the public via the Public Portal.

Connected to the directory is Ask-My-Doc Professional® an online HIPAA, HL-7 and risk-management compliant, referral/communication tool for secure online interaction. Patient records, documents and reports can be attached, tracking correspondence with time stamps to lower risk-management issues.



## Spotlight on Professional Organizations, continued

COLORADO  
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### College of Health Sciences

We're on the Web!

See us at:

<http://www.colorado-tech.edu/College-Of-Health-Sciences>

In addition, the Professional Portal includes a library of business/medical information written specifically for medical professionals by experts on a wide variety of topics of interest to physicians and their practice managers.

To help physicians to continually educate themselves and their staff, connections are available to online physician and staff education classes specifically designed for the medical practice to expand business staff. Connections are available to online physician and staff education classes specifically designed for the medical practice to expand business functions such as coding and general business operations.

The Medical Voyce network is gaining interest and momentum in several other states around

the country and is expected to continue to expand to offer greater access and communication to the industry.

422 West Bijou Street –  
Colorado Springs, CO 80905  
[P] 719.884.1184 [F]  
719.884.1189 [E]  
info@medicalvoyce.com [W]  
[www.medicalvoyce.com](http://www.medicalvoyce.com)

#### HIPAA Exams, Inc.:

“HIPAA Exams offers low cost, quality HIPAA training which is quickly becoming the industry standard. We are proud to partner with leading health education programs in providing their students with a strong foundation in HIPAA compliance. A strong foundation will enable students to quickly and confidently transition from the classroom to the work place.”

<http://www.hipaalexams.com/hipaa-training.html>

CTU now offers its students enrolled in the ASHAS program, the opportunity to receive HIPAA training!

## Links to Career Snapshots and LinkedIn Training available to students

*Make the most of your Virtual Campus by visiting:*

**Virtual Campus > Virtual Commons > Clubs (join club)> Career Services Events and Networking Clubs (Home Tab and look for ARCHIVES Career Snapshots)**

**The Career Services Events and Networking Club provides a central location for career related materials, discussion, and live and archived webinars.**

**Look for training dates for LinkedIn**

The College of Health Sciences for Colorado Technical University (CTU) provides curriculum, instruction and support to CTU health science students in order to support the CTU mission, “... to provide career-oriented education by teaching applied, real-world, industry-current programs in selected areas, serving the needs of students for employment and career advancement and the needs of industry for highly qualified professionals at the associate, bachelor’s, master’s, and doctoral level.”

*Colorado Technical University does not guarantee third-party certifications. Certification requirements for taking and passing certification examinations are not controlled by Colorado Technical University but by outside agencies and are subject to change by the agencies without notice to [School name]. Therefore, Colorado Technical University cannot guarantee that graduates will be eligible to take certification examinations, regardless of their eligibility status upon enrollment.*

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