

PROFESSIONALISM: LEAD BY EXAMPLE

Claire Bartkewicz, CPC-H
Susan Edwards, CPC, CEDC

AAPCCA Northeast Region

What is Professionalism?

"The conduct, aims, or qualities that characterize or mark a profession or a professional person."

Definition of profession:

"A calling requiring specialized knowledge and often long and intensive academic preparation."

Merriam-Webster Dictionary

Professionalism encompasses a number of different attributes, and together, these attributes identify and define a professional

"Professionalism is not about adherence to the policies of a bureaucracy. Professionalism is about having integrity, honesty, and sincere regard for the personhood of the customer, in the context of always doing what is best for the business. Those two things do not need to be in conflict."

- Eric Lippert

WHO IS YOUR CUSTOMER?

- Your co-worker
- Other internal departments
- Fellow chapter members
- Fellow officers

By valuing your "internal" customers, your "business" will thrive!

... "a professional is someone who can do his best work when he doesn't 't feel like it."

- Alistair Cooke



"If you want to change attitudes, start with a change in behavior. In other words, begin to act the part, as well as you can, of the person you would rather be, the person you most want to become. Gradually, the old, fearful person will fade away."



-William Glasser


"We choose what attitudes we have right now. And it's a continuing choice"

-John C. Maxwell

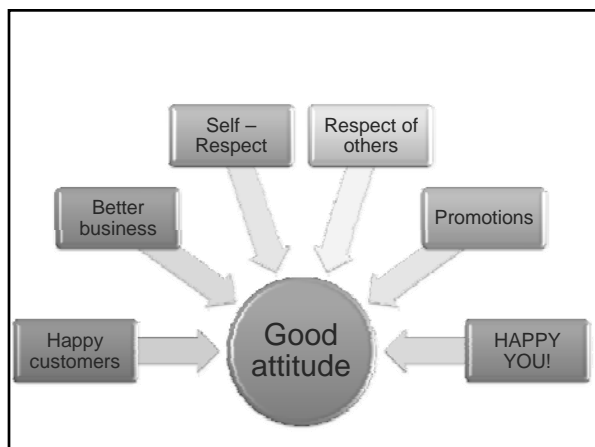
*"Professionalism:
It's NOT the job you DO,
It's HOW you DO the job."*

-Anonymous

*"Your attitude, not your aptitude,
will determine your altitude."*




-Zig Ziglar



GOOD ATTRIBUTES





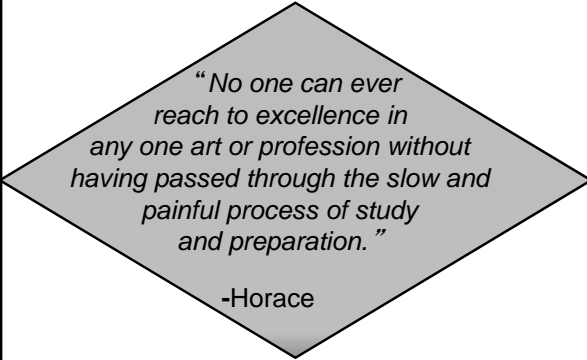
"Professionalism is knowing how to do it, when to do it, and doing it."

-Frank Tyger



"Professionalism is like love: it is made up of the constant flow of little bits of proof that testify to devotion and care. Everything else is pretentious or incompetence."

-Tomislav S. Slova



"No one can ever reach to excellence in any one art or profession without having passed through the slow and painful process of study and preparation."

-Horace

"My idea of professionalism is probably a lot of people's idea of obsessive."

-David Fincher

"In order to succeed, your desire for success should be greater than your fear of failure."



-Bill Cosby

"A successful person is one who can lay a firm foundation with the bricks others have thrown at them."

-David Brinkley

"Success is not final, failure is not fatal, it is the courage to continue that counts."



-Winston Churchill

● *"Coming together is a beginning*

● *Keeping together is a process*

● *Working together is success."*

-Henry Ford

"Don't aim for success if you want it; just do what you love and believe in, and it will come naturally."

-David Frost



Countdown to Excellence

10 Steps to Pursue


Do You Want to Be Outstanding?

If you want to set yourself apart, you have to do everything with *excellence*.

Easier said than done, right? Excellence is a high standard. It takes a lot of work. You can't go about pursuing it half-heartedly.

Everything in life has a price. **If you want to be outstanding, then living a life of excellence is the price you pay.**

Are you up for the challenge? Are you willing to do what it takes? If so, you **will** reap the rewards!



Integrity

- This one probably doesn't surprise you.
- However, if you just watch the evening news, you'll see that personal integrity is rare.
- Gross missteps generally result in a fall from grace that is difficult to recover from.
- No matter how good you are at what you do, integrity is a foundational trait that is required for excellence.
- Just look at what has happened to Tiger Woods. Need I say more?

How strong is your integrity tree?

- **Roots = integrity** - inner core
 - How strong are your roots?
 - Is your integrity well rooted and fed?
 - Are you nurturing your integrity with positive or negative actions?
- **Trunk = reputation**
 - Strong in order for you to grow and branch out
 - We grow by what we receive from those around us and bring back healthy "food" (respect) to continue to strengthen our integrity
- **Respect**-treat others the way you want to be treated
 - Respect from others, your reputation for excellence will ensure your integrity is strong!

Passion

Whatever you do,
do it with **passion!**

If you can't, you are doing
the wrong thing and you
need a course correction

What makes your heart and
mind race?

Go do that

It doesn't have to be
something exotic or fancy

MENTAL MASTER GUY
BY BRYAN HOGAN AND STEPHEN GUY

**It takes passion
to be outstanding !**

Live with passion!

Put your heart into it!

It just has to be something that you love!

Be all in!

Something that you can totally get behind

Generosity

Zig Ziglar once said:

"You will get all you want in life if
you help enough other people get
what they want."

I believe this to be 100% accurate.
Truly outstanding people are
generous in helping others get
what they want.

They graciously give their time,
talents and energy to worthwhile
endeavors. This generosity always
seems to come back to them
tenfold.

Willingness

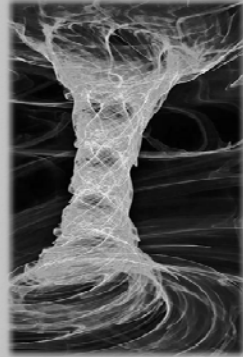
Have you ever heard someone
say, "That's not my job!"?

Boundaries are important, and
you have to pick and choose
how to use your time, but
from my observation,
outstanding people have a
willingness to get involved
that is absent from the
masses.

This willingness will lead you to
all kinds of opportunities that
others simply miss.

Temperate

Those that excel manage their emotions. You must be **emotionally intelligent**. You want to appear calm under pressure and keep your head about you even when others are panicking. You also want to avoid extremes in behavior. Practice moderation because it is wise. This temperance makes you trustworthy. People that do these things tend to advance beyond others in their field.

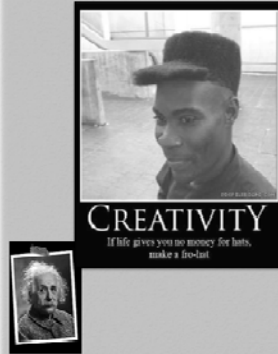


Creative

The problems in today's world are complex and multi-faceted. Therefore, it takes someone with a healthy dose of creativity to solve them.

Problem solvers are the folks you want on your team.

"Imagination is more important than knowledge." Albert Einstein



Courageous

Courage is not the absence of fear.

It is being afraid and acting anyway.

If you want to be excellent, you have to be willing to lean into your fear. You've got to take chances.

You may fail but that doesn't make you a failure. Failure is hiding behind your fear and not trying at all.



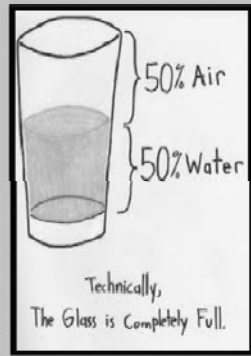
Optimistic

Every outstanding person I've ever met has been an optimist.

You simply *have to believe* that success is possible.

If you don't, you won't even try.

Trying is the only way that you are going to achieve the excellent results that will make you outstanding.

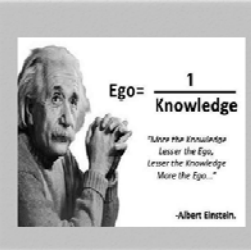


Humble

Humility is where gentleness, kindness, patience and generosity are born.

If you are great, you don't have to step on others or make a big show of it. You can be secure in who you are.

A big part of true excellence is about **how you treat other people.**



Dedicated

You have to **persevere** to become outstanding.

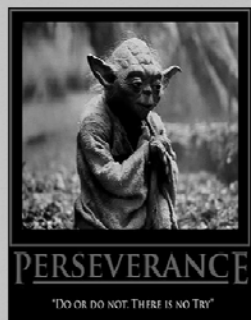
This takes dedication.

You can't start without finishing and expect to reach great heights.

It often takes years to achieve overnight success.

Prolonged effort is the hallmark of outstanding people.

Excellence is the culmination of years of dedicated practice and refinement.



“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but rather we have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit. “

- Aristotle





Kindness, The Key to Success

Kathy Burke, CPC
AAPCCA Region 7

Assume Positive Intent

- Give others the benefit of the doubt
- Believe in each other
- Demonstrate the power of cooperation
- Our most significant asset is each other; treat each other kindly.

What is Kindness?

- Main Entry: kindness [kahynd-nis]
- Part of Speech: *noun*
- Definition: compassion, generosity
- Synonyms: affection, altruism, amiability, beneficence, **benevolence**, charity, clemency, **consideration**, cordiality, courtesy, decency, delicacy, fellow feeling, forbearance, gentleness, **good intention**, good will, **goodness**, grace, graciousness, heart, **helpfulness**, **hospitality**, humanity, indulgence, kindness, magnanimity, mildness, **patience**, philanthropy, serviceability, solicitousness, solicitude, **sweetness**, sympathy, **tact**, tenderness, **thoughtfulness**, tolerance, **understanding**, unselfishness
- Antonyms: cruelty, harshness, meanness

Remembering Kindness

- Think back to a time when you bestowed kindness on someone.
 - How did you feel?
 - Did you plan to do what you did or was it spontaneous?
 - What was the other person's response?

Remembering Kindness

- Think about a time when you had a difficult interaction with someone in your chapter, where you were on the giving or receiving end of UNKIND words or actions.
 - How did you feel?
 - What could you have done differently to bring some kindness into the interaction, regardless of which side you were on?

Remembering Kindness

- | | |
|---|---|
| <p>KIND interaction</p> <ul style="list-style-type: none"> • How did you feel? • Was it planned or spontaneous? • What was the other person's reaction? | <p>UNKIND interaction</p> <ul style="list-style-type: none"> • How did you feel? • What could you have done differently to bring some kindness into the interaction, regardless of which side you were on? |
|---|---|

Just like me...

- Is seeking happiness in his/her life.
- Is trying to avoid suffering.
- Has known sadness, loneliness and despair.
- Is seeking to fulfill his/her needs.
- Is learning about Life.

Good Wolf Bad Wolf



www.bensbells.org



Kindness Coins



Kindness Coins



Kindness Coins



Kindness Coins



- Be on the lookout for people being kind.
- Catch them in the act and acknowledge them!
- You will know when the time is right to pass your coin to someone else.



Kindness, The Key to Success

- Take these ideas back to your chapters
- Incorporate more kindness into your everyday lives at home, at work, in your chapter
- There are plenty of organizations devoted to promoting kindness. Look around in your community for one that you can support.
- Pay attention to which wolf you feed!



Commit to Kindness
Ben's Beils Kindness Contract

Our mission is to inspire, educate and motivate each other to realize the impact of intentional kindness and to encourage individuals to act according to their awareness, thereby ensuring meaning, joy, success, our relationships and our community.

I, _____, am signing because:

- I believe in building a kinder community for the betterment of all the people.
- I believe all people can give and receive kindness and that learning to be kinder is a worthwhile endeavor.
- I commit to being kinder to myself so that I may offer more kindness to my community. This includes taking care of my physical, psychological and spiritual health.
- I commit to being more intentional about kindness in every interaction, even those that are difficult.
- I will assume others have good intentions, as often as possible.
- I will practice kindness in a way that helps me connect with - but not intrude upon - other people in my community.
- I will practice kindness to the world and its creatures.
- I recognize I am a vital member of this community and can make a significant contribution to the overall health. I choose to perform regular community service.

Signed: _____ Date: _____

Ben's Beils Kindness Contract is a public document. It is not to be used as a template. It is to be signed and dated by the individual who is committing to kindness. It is to be signed and dated by the individual who is committing to kindness. It is to be signed and dated by the individual who is committing to kindness.

Kindness Contract



Name: _____ Email: _____
Mailing Address: _____





Kindness, The Key to Success

The Science of Compassion by James R. Doty, MD

http://www.huffingtonpost.com/james-r-doty-md/science-of-compassion_b_1578284.html?ref=tw&utm_hp_ref=fb&src=sp&comm_ref=false

Kindling Kindness: A martial arts teacher explains how bullies grow—or don't

By Louise Rafkin www.themonthly.com/firstperson1103.html

Let's recognize more random acts of kindness

<http://thebesttimes.com/news/2013/jan/24/lets-recognize-more-random-acts-kindness/>

This is just a SMALL sample of other resources and organizations dedicated to promoting kindness:

<http://lifevestinside.com/>

<http://myprojectchange.com/>

<http://www.randomactsofkindness.org/>

<http://www.kindnesscards.org/>

<http://www.therandomact.org/>

<http://oneactofkindness.org/>



More about the Ben's Bells Project

Ben's Bells Project www.bensbells.org

The "Kind Colleagues" Program is geared toward helping organizations educate and inspire people to recognize the importance of kindness, and to empower them to create a culture of kindness in their organization and beyond. For more information, send an email to bensbells@bensbells.org.

Kindness Contract

You may want to use this Kindness Contract from Ben's Bells within your chapter as a way of committing to each other that you will put kindness at the forefront of your interactions. There is something very powerful and reinforcing about signing a contract and making an agreement, even if it is just with you!



Commit to Kindness Ben's Bells Kindness Contract

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- I will practice kindness in a way that helps me connect with - but not intrude upon - other people in my community.
- I will practice kindness to the earth and its creatures.
- I recognize I am a vital member of this community and can make a significant contribution to its overall health. I commit to performing regular community service.

Signed: _____ Date: _____

Research proves being kind decreases stress and its disease-causing chemicals, strengthens the immune system, lowers blood pressure, improves circulation, decreases the risk of coronary disease, reduces insomnia and improves our emotional well-being.

Dr. J. Rouse, Science of Mind Journal, February 2011




(520) 628-2829 | PO Box 41025 | Tucson, AZ 85717 | bensbells@bensbells.org

Name: _____ Email: _____
(print full name)

Mailing Address: _____

Kindness Quotes

The quotes on the following pages are just a sample of the inspirational messages about kindness and its value and importance in our daily lives. You might include some of these in your chapter newsletter, or print them to share with each chapter member at your meetings. Attach one to every CEU certificate you hand out, or put them on the chairs at your meetings!

“Be the change you want to see in the world.”  ~ Gandhi



"It's amazing how much people can get done if they do not worry about who gets the credit." ~ Sandra Swinney



"Kindness is the connection that links us all together and strengthens the bonds within our communities, neighborhoods, and families." ~ Rosalynn Carter



“Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment.” ~ Benjamin Franklin



“Treat everyone with politeness, even those who are rude to you ~ not because they are kind, but because you are.” ~ Unknown



"Be kind whenever possible. It is always possible." ~ Dalai Lama



"We wildly underestimate the power of the tiniest personal touch of kindness." ~ Unknown



"Ask yourself: Have you been kind today? Make kindness your daily modus operandi and change your world." ~ Annie Lennox



"I always prefer to believe the best of everybody, it saves so much trouble." ~ Rudyard Kipling



"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." ~ Leo Buscaglia



"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world." ~ Desmond Tutu



"Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind." ~ Henry James



"Kindness is a language which the deaf can hear and the blind can see." ~ Mark Twain



"No act of kindness, no matter how small, is ever wasted." ~ Aesop



"Choose being kind over being right and you'll be right every time." ~ Richard Carlson



Kindness is in our power, even when fondness is not. ~ Samuel Johnson



You can accomplish by kindness what you cannot by force. ~ Publilius Syrus



Kindness and politeness are not overrated at all. They're underused. ~ Tommy Lee Jones



The qualities I most admire in women are confidence and kindness. ~ Oscar de la Renta



Don't wait for people to be friendly, show them how. ~ Author Unknown



We have two ears and one mouth so that we can listen twice as much as we speak. ~ Epictetus



Remember that everyone you meet is afraid of something, loves something and has lost something. ~ H. Jackson Brown, Jr.



Even when you do not feel big hearted, you can give yourself permission to act that way. ~ Lama Willa Miller



"Life becomes easier when you learn to accept an apology you never got." ~ Robert Brault

The AAPC Ethics Code and You

Michael D. Miscoe, JD, CPC, CASC, CUC, CCPC, CPCO, CHCC
Chair, AAPC Ethics Committee



1

Introduction

- The challenges of being a coder
 - Abiding by AAPC Ethical Standards
 - Upholding the Appropriate Professional Standards
 - Keeping up with changes in the coding system
 - Keeping up with what are often carrier specific changes in how services should be coded
 - Keeping physicians on board to ensure that services are documented in a manner to permit accurate coding.
 - Resolving disputes professionally.



2

AAPC Ethics Code

Commitment to ethical professional conduct is expected of every AAPC member. The specification of a Code of Ethics enables AAPC to clarify to current and future members, and to those served by members, the nature of the ethical responsibilities held in common by its members. This document establishes **principles** that define the ethical behavior of AAPC members. All AAPC members are required to adhere to the Code of Ethics and the Code of Ethics will serve **as the basis** for processing ethical complaints initiated against AAPC members.



3

AAPC Ethics Code

AAPC members shall:

- Maintain and enhance the **dignity, status, integrity, competence, and standards** of our profession.
 - Dignity...
 - Status...
 - Integrity...
 - Competence...
 - Standards...



4

AAPC Ethics Code

AAPC members shall:

- Respect the privacy of others and honor confidentiality.
 - Privacy...
 - Confidentiality...
 - Others...



5

AAPC Ethics Code

AAPC members shall:

- Strive to achieve the highest quality, effectiveness and dignity in both the **process and products** of professional work.
 - Processes...
 - Products...



6

AAPC Ethics Code

AAPC members shall:

- Advance the profession through **continued professional development** and education by acquiring and **maintaining professional competence**.
 - Minimum standards or more?



7

AAPC Ethics Code

AAPC members shall:

- Know and respect existing federal, state and local laws, regulations, certifications and licensing requirements **applicable to professional work**.
 - What laws/rules apply to “professional work”?



8

AAPC Ethics Code

AAPC members shall:

- Use only **legal and ethical principles** that reflect the profession's **core values** and report activity that is perceived to violate this Code of Ethics to the AAPC Ethics Committee.
 - Core values...
 - Snitch provision...



9

AAPC Ethics Code

AAPC members shall:

- Accurately represent the credential(s) earned and the status of AAPC membership.



10

AAPC Ethics Code

AAPC members shall:

- Avoid actions and circumstances that may appear to **compromise good business judgment** or create a **conflict between personal and professional interests**.

11



AAPC Ethics Code

Adherence to these standards assures public confidence in the **integrity** and service of medical coding, auditing, compliance and practice management professionals who are AAPC members.

Failure to adhere to these standards, as determined by AAPC's Ethics Committee, may result in the loss of credentials and membership with AAPC.

12



Ethics and Professionalism

- What is a “professional”?

- adj.* 1. a. Of, relating to, engaged in, or suitable for a profession.
b. Conforming to the standards of a profession: professional behavior.
2. Engaging in a given activity as a source of livelihood or as a career.
3. Performed by persons receiving pay.
4. Having or showing great skill; expert: a professional repair job.
- n.* 1. A person following a profession, especially a learned profession.
2. One who earns a living in a given or implied occupation.
3. A **skilled practitioner; an expert.**

Due to the personal and confidential nature of many professional services, and thus the necessity to place a great deal of trust in them, **most professionals are subject to strict codes of conduct enshrining rigorous ethical and moral obligations.**



13

Ethics and Professionalism

- Professionals are therefore characterized as...
 - Those who exceed minimum standards of knowledge.
 - Those who constantly strive to develop and enhance their expertise.
 - Those willing to abide by strict ethical and moral standards in the use of their expertise.

Are we as “professional” as we should be?

Are we as “professional” as we can be?



14



Questions?



Embrace Intellectual Curiosity

Presented by: **AAPCCA BOD members:**

Judy Wilson, CPC, CPC-H, CPCO, CPPM, CPC-P, CANPC, CPC-I,

Roxanne Thames, CPC, CEMC

Amy Bishard, BA, CPC, CPMA, CEMC, RCC

Hardship Scholarship Program

- Explore new ideas and concepts, be curious about everything, continually and intentionally build skills and knowledge.
- Encourage others to grow into well-rounded individuals

Hardship Scholarship Program

- The AAPC Chapter Association (AAPCCA) announced the new AAPCCA Hardship Scholarship Program in Las Vegas at the AAPC National Conference.
- The program came about from listening to our chapter members and seeing a need for a program like this.
- The program was a long time coming and was received with open arms of our chapter members.

Hardship Scholarship Program

- The AAPC chapter membership has been wonderful in supporting this program.
- AAPCCA believed strongly in this program and made the first donation of \$1,000.00 from our budget.
- Our member believed just as strong and raised another \$2,455.08 at the AAPC National Conference in Las Vegas.
- AAPC matched the donations from our chapter members cent for cent. What a great way to start coming away with \$5,910.06 to begin our program

Hardship Scholarship Program

- Since the program started many chapters have donated to the Hardship Scholarship Program.
- At regional in Chicago our membership did not let us down, the program collected an additional \$2,824.00.
- AAPC donated another \$705.70
- AAPC Chairman and CEO at the time (Reed) personally matched the AAPC's donation for a total of \$4,235.40.

Hardship Scholarship Program

- The scholarship has awarded more than 30 members some form of a scholarship and still awarding today.
- The intent of the scholarship is to provide assistance to our members who have encountered difficult times.
- Examples of assistance include but are not limited to the following:
 - Helping members retain their membership and certification
 - Encourage participation as well as promoting leadership in AAPC's local chapters

Mentoring Program

- The AAPC Chapter Association (AAPCCA) was proud to announce the Mentoring Program at the Regional Conference in Chicago.
- The program was started to help mentor not only new members, but all members of the AAPC chapters.
- It is a chance for seasoned members to give back or pay it forward.

Mentoring Program

- Each of us can think of at least one person who helped you along the way.
- A mentor is not a person who knows everything, it is someone who is willing to give of their knowledge to someone else.
- Help someone pass the exam or learn a new specialty.

Mentoring Program

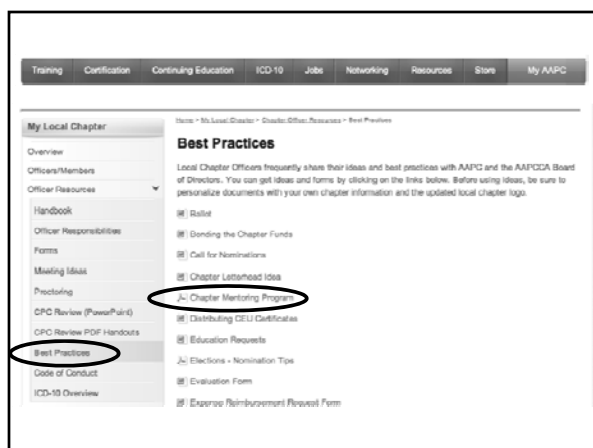
- The program is not meant to take the place of a chapter's own or current mentoring program.
- It is a tool for chapter that do not have a program or not sure how to start a mentoring program.

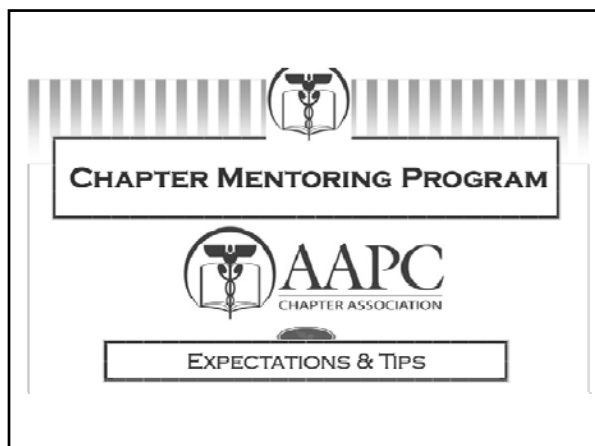
Mentoring Program

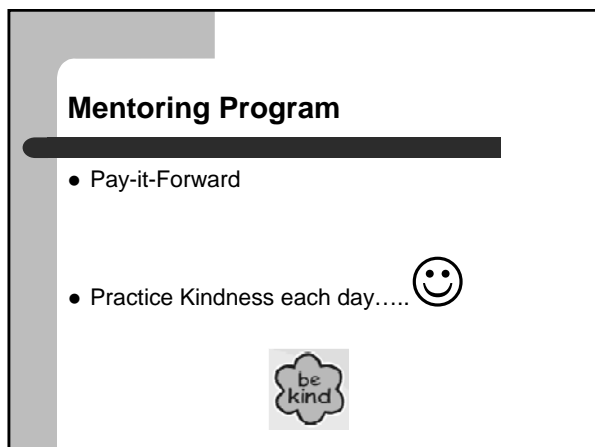
- The AAPCCA Mentoring Program, provides step by step instructions on how to start the mentoring program.
- It will explain how mentees can request a mentor.
- It will explain how mentors can volunteer to mentor a mentee.

Mentoring Program

- Chapter can find the Mentoring Program under Best Practice on the AAPC website.
- Mentoring does not have to be a daunting task.
- It might just be an email to a new member welcoming them to your chapter.
- It might be just giving a member someone to “lean” on or to bounce idea’s off of.
- To review their resume and most of all just to give them the encouragement that everyone of us have needed at sometime in our own journey.









Respect Others

Marti Johnson
Director Local Chapters
AAPC National Office



Respect




Noun and Verb

2

Respect

Noun

A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.



3

Respect




Respect begins with self.

4

Respect

Take care of yourself – in turn you' ll take care of others.



5

Respect

Verb

Admire (someone or something) deeply, as a result of their abilities, qualities, or achievements.



6

Respect



Treat everyone with common courtesy.

7

Respect



Respect each individual's life choices and differences.

8

Respect



Show appreciation for each individual's contributions.

9

Respect

Being Respectful is
Being Kind



10