

Winter 2015

## A Message From our President

### Upcoming Events:

- ◆ **MAND Spring Conference:**  
5/1/2014: Southern Maine Community College, South Portland
- ◆ **MAND Fall Conference:** Friday, 11/13/2015: The Charles A. Dana Health Education Center (MMC)-Portland, Maine

I hope your New Year is off to a wonderful start, even if it's a bit colder and snowier than you may have wished for. I have lots of exciting updates to share-the MAND Board has been very busy!

Planning is underway for an amazing spring conference to be held May 1st at SMCC in South Portland. The conference will be free to MAND members (yes, free CPEUs)! The morning will include a fun optional event-a farm tour with transportation provided courtesy of the Maine Dairy and Nutrition Council, under the coordination of active MAND member and Maine Dairy and Nutrition Council's School Programs Manager, Katie Hoffmann.

The conference will begin with the Academy's Foundation-sponsored presentation "Changing the Way We Look at Agriculture" by Abigail Andrew, RDN, CDN, of Farmstead Nutrition and Consulting, LLC in Stanley NY. Other topics will include ethics and social media and another opportunity for your input on our developing sponsorship policy.



MAND also recently had an enormously successful legislative day! This was a tremendous team effort under the leadership of Patsy Catsos and Kristine Kittridge. Senator Alfond was in attendance, as well as numerous other legislators from around the state. We continue to work closely on legislative issues of concern to our profession and are making strides in developing relationships and establishing a presence in Augusta.

Katherine Musgrave recently turned 95, and MAND, along with friends of Katherine, hosted a successful birthday get-together. Check out Katherine's Friday January 23rd Letter to the Editor in the Bangor Daily News (the link is posted on our website) as well as pictures from the event (included in this newsletter). Katherine is a true inspiration and has been a mentor to so many; we wish you the best!

Enjoy the newsletter, and please send some news and photos to me via email. I really do love to hear from everyone. Hope to see you on May 1st at SMCC-look for registration info to come soon. Stay warm!

Pat Watson, MS, RD, LD, CDE  
2014-2015 MAND President  
president@eatrightmaine.org

# MAND Hosts Legislative Breakfast in Augusta

Page 2

MAND hosted a legislative breakfast on January 22 at the Senator Inn in Augusta. It was attended by about 20 Maine legislators and a similar number of our own members, including student members from the University of Maine. The purpose of the event was to inform legislators about the many ways that the work of RDNs and NDTRs benefit the health of Maine citizens and how access to nutrition services is essential to disease prevention and cost savings. Legislators heard short presentations from several members who illustrated the above points by describing their work, study or public policy activities. MAND invited the senators and representatives in attendance to call on us as a resource for any nutrition-related bills or committee work during the 127th Maine Legislative Session.

- Patsy Catsos, MS, RDN, LD– State Policy Representative (pictured at podium at right)

## News Bits/Briefs:



### **New Information regarding Health Coaching:**

The Academy of Nutrition and Dietetics has a new learning module on Leadership (1 CPEU) available to members for FREE! (Nonmember price is \$49). The Leadership: Coaching and Communicating with Confidence self-study kit will advance how nutrition professionals can assume leadership roles through mentoring, coaching and communication. Suggested Learning Need Codes are: 1070, 1130, 1140.

Obtain the module through the EatRight Store: <http://www.eatrightstore.org/product/2DDB7EFB-FC0E-4F06-A032-8F0D16436FE3>

**HAPPY BIRTHDAY Katherine Musgrave! Highlight from the evening– The birthday girl with her birthday cakes.**



## Get on The Ballot! Run for a Position on the MAND Board!

Are you looking to get more involved with MAND? There are numerous positions available that are coming open as of May 31, 2015 including the following:

President-Elect  
Secretary  
Delegate  
Treasurer  
Nominating Committee  
Policy and Procedure/By Laws  
State Policy Representative  
State Professional Recruitment Coordinator  
Reimbursement Representative  
State Regulatory Specialist



For More Information about any position listed above, check out the MAND website ([www.eatrightmaine.org](http://www.eatrightmaine.org)) for position descriptions. If you or someone you know would make a great candidate, contact our nominating chair: Wendy Lombard MPH, RD, LD ([wendylombardmphrd@gmail.com](mailto:wendylombardmphrd@gmail.com))

**Get out and vote! We encourage ALL MEMBERS to participate in your local and the Academy of Nutrition & Dietetics National Elections– let your voices be heard!**

## Reimbursement Reflections: January 2015

What do you know about your own health insurance policy? Does your policy cover for nutrition counseling? Is there a co-pay or deductible? If your policy does not pay for nutrition counseling without a deductible or co-pay – I WANT YOU! My goal is to begin an advocacy project for increased coverage for nutrition services, and one way to start is through a policy holder at a company that limits coverage. Let me know if you can help. This past fall I attended a reimbursement representative face-to-face meeting and training in Chicago sponsored by the Academy of Nutrition and Dietetics. I met dietitians from around the country who had also volunteered to be a resource to the members of their state affiliate for insurance reimbursement issues. I'd like to share some of the key points of three different presentations related to the business of nutrition.

### **Some legal considerations for starting a business providing nutrition services.**

1. Separate all personal finances from business finances. Name your business and have a separate business account.
2. Review your state's website for information about business entity formation information (usually under secretary of state). Do this before seeing an attorney.
3. When establishing a business you can use a lawyer in several ways: drive by contract (have a lawyer review a contract) or as a legal advisor.
4. Business formation includes:
  - ◆ Deciding where to practice- terms of the lease are very important. Have a written agreement if leasing from someone who might refer to you ( anti-kickback statute).
  - ◆ Creating business policies; operations policies, and personnel policies
  - ◆ Defining clinical policies
  - ◆ Developing patient policies – consent forms, payment and financial policies, HIPPA forms. It's ok to have a no show policy, but make sure patients know and have signed off. Contracts for services should be in plain English, and include a service description, billing and collections, cost allocations, termination provisions, exclusive dealing, etc.

### **◆ Getting Started in Private Practice - MNT reimbursement guidelines**

- ◆ Know your market – will your potential clients pay if insurance won't cover?
- ◆ Know your major insurance payers – do they cover MNT?
- ◆ Get an NPI number and become credentialed with insurance payers.
- ◆ What other consulting opportunities exist in your community for you?
- ◆ Do physicians' offices have RDN's on staff? If not, where do they get their MNT services?
- ◆ What skill sets do you have that set you apart from your competitors?
- ◆ What are other counseling opportunities: classes, corporate wellness,
- ◆ senior center, early childhood education

### **Outpatient Nutrition Counseling for Hospital Dietitians**

- ◆ Meet with provider enrollment credentialing dept. – get NPI number
- ◆ Identify major payers in your area.
- ◆ Develop a work flow – processes for scheduling, reminder calls, missed appointments, billing documentation etc.
- ◆ Meet with billing department
- ◆ UB 04 form– often used by hospitals; CMS 1500 form – used by private practice.
- ◆ Develop a marketing plan.
- ◆ Track outcomes e.g. claims, denials, no shows, CQI



***Eileen Molloy MS, RDN/LD, CDE***

***(207) 921-3993***

***Emolloy@penbayhealthcare.org***