



The Association for Healthcare
Denial & Appeal Management

2024 Annual Benefit Report

About Us

The Association for Healthcare Denial and Appeal Management (AHDAM) is a public benefit corporation focused on bringing education, resources, and recognition to those working in the field of healthcare denial and appeal management.

The increasing growth of healthcare insurer audits and claim denials has created an increasing need for providers of healthcare (hospitals, physician's offices, home health care agencies, and the like) to include staff skilled in denial and appeal management as part of their revenue cycle, health information management (HIM), or compliance departments. Yet, today, there exists no nationally recognized standards for education or certification for persons working directly in denial and appeal management. Such persons would include clinical and technical denial appeal writers, utilization management and case management staff, physician advisors, contract management staff, and managed care representatives among others.

The purposes for which the corporation was formed, as stated in the articles of incorporation are:

- (a) To create a general public benefit through a material and positive impact on society and the environment through activities that promote a combination of specific public benefits described in Section (b) below.
- (b) To promote education and knowledge sharing in the field of health care insurance denial and appeal management.

WHAT IS A BENEFIT CORPORATION?

Benefit corporations and Certified B Corporations are both leaders of a global movement to use business as a force for good. Both meet higher standards of accountability and transparency. Both create the opportunity to unlock our full human potential and creativity to use the power of business for the higher purpose of solving society's most challenging problems.

<https://benefitcorp.net/businesses/benefit-corporations-and-certified-b-corps>

(c) To promote the interests of people who manage insurance claims and claim appeals as an incident to the purposes stated above.

(d) To provide services, resources, and knowledge regarding medical insurance appeals to patient communities.



General public benefit

AHDAM has an overall vision of creating general public benefit through creating an even playing field where patients and healthcare providers are successful in persuading medical insurers to make proper payment decisions. Creating success for providers begins with educating providers on the rules of engagement in working with medical insurance payers. The end goal is for providers to obtain appropriate payment for appropriate services with as little expenditure of costly resources to achieve that goal.

Healthcare providers are not the only parties affected by healthcare insurance denials. Insurance policy beneficiaries also may incur additional expenses for healthcare that is denied payment by the insurance plan. The vast majority of beneficiaries do not know that in certain circumstances they have a legal right to appeal the decision of an insurance carrier to deny coverage of healthcare benefits. AHDAM has a vision to help patients appeal inappropriate insurance denials to avoid the unexpected additional liability that can occur from denied claims. AHDAM would like to provide help through pro bono filing of appeals on behalf of the patient. Thus, the word patient appears in AHDAM's vision statement regarding creating an even playing field with medical insurance payers.

Investing AHDAM profits into providing pro bono work on behalf of beneficiaries is a future goal of AHDAM that will require creation of the platform and processes needed to provide this important work. Members of the denial and appeal community with the right expertise will assist beneficiaries in filing their appeal or will file the appeal on the beneficiary's behalf. We believe success in creating this general public benefit will occur in time when the association has a well-established member base and support from interested parties in creating this benefit.

Specific public benefit

AHDAM set out to provide a specific public benefit. That benefit is articulated in our mission statement. AHDAM exists to support and promote professionals working in the field of healthcare insurance denial and appeal management through education and collaboration. AHDAM has been successful in attracting members and providing educational benefit to those members.



Here are some examples of AHDAM's specific public impact, sent to us from AHDAM members.

- "I will go to AHDAM when completing my DRG appeals to review the references and tips."
- "GREAT presentation! I am a clinical appeals nurse for two hospitals; we have seen an uptick in DRG downgrades...this information was super helpful as to how we can start fighting back on these denials!"
- "I am new to appeals and denials, so this was an excellent primer."
- "I will use the information on a daily basis."

Educational offerings

AHDAM has created a specific public benefit through its educational offerings.

Six complimentary 60-minute webinars were offered to both AHDAM and non-AHDAM members in 2024. The webinar recordings and handouts were made available on the AHDAM website.

In addition, virtual workshops – a first for AHDAM! - were conducted in May, featuring specialized tracks in coding, medical necessity, clinical validation, and revenue cycle management. Each track consisted of six hours of in-depth training.

AHDAM procured Continuing Education Units (CEUs) for its member attendees participating in webinars, as well as for attendees of the virtual workshops. Continuing medical education (CMEs) were purchased for the first time in 2024.

CEUs offered included:

- Association of Clinical Documentation Improvement Specialists (ACDIS): Certified clinical documentation specialist (CCDS)
- National Association of Healthcare Revenue Integrity (NAHRI): Certification in Healthcare Revenue Integrity (CHRI)
- Commission for Case Manager Certification (CCMC): CCM board certified case managers
- American Health Information Management Association (AHIMA): Certified health information management professionals
- American Nurses Credentialing Center (ANCC): Registered nurses
- AMEDCO: physicians, nurse practitioners, physician assistants

In total, 2,782 individual CEU certificates were awarded to webinar attendees, an increase of 1,633 CEU certificates from 2023. The breakout of CEUs was:

- AHIMA: 412
- ANCC: 1,080
- ACDIS: 389
- CCMC: 430
- NAHRI: 106
- AMEDCO: 364

Further breakout reveals:

- Webinar CEUs: 721
- Workshop CEUs: 2,061

In total, the webinars hosted 3,211 attendees, a decrease of 1,417 attendees from 2023.

Requesting feedback from webinar participants is a requirement for issuing CEUs. The feedback from webinar attendees was overwhelmingly positive.

Knowledge transfer

Twelve monthly members-only newsletters were produced with input from AHDAM advisory board members and other industry experts. Other resources provided to members include the latest industry news and a knowledge center with timely articles on current issues in denial and appeal management.



Denise Wilson worked with Karla Hiravi through February 2024 to ensure a successful transition for Denise to immediate past president of AHDAM and for Karla to president of AHDAM. This goal for 2024 was met.

Member support

AHDAM saw an increase of 44 members during 2024: 657 members as of 12/31/24.

A member's survey for 2024 was emailed to all members in January 2025 and the results emailed to them in March 2025. Very satisfied members increased in 2024 to 61.02% from 40.91% in 2023. 33.90% of respondents reported being satisfied. 74.58 % felt they were very likely to renew their membership and 20.34% were likely to renew. 96.55% would recommend AHDAM membership to others. Webinars were a clear favorite of AHDAM offerings while the Knowledge Center was felt to need the most improvement. Free webinar CEUs, available for AHDAM members, was very important to 89.83% of the respondents.

Clemons & Associates, Inc. continued, for part of the year, to assist with managing and distributing The Benefit newsletter and The Brief weekly emails with content developed by AHDAM. They also managed CE certificates, member support, and the membership database. Toward the end of 2024, the duties performed by Clemons and Associates gradually turned over to PayerWatch.

Broadening our educational offerings was a goal for 2024 and remains a goal for 2025. 2024 saw our first virtual webinar workshop, and reviews were overwhelmingly positive. A goal for 2025 is to launch a certification program for appeal writers in the specialties of coding, medical necessity, and clinical validation.

2024 saw the addition of two board members, representative of the revenue cycle and law.

Assessment of Societal and Environmental Performance

AHDAM was established as a benefit corporation in the state of Maryland. Maryland State Code, § 5-6C-08, regarding corporations and associations requires benefit corporations to annually complete an

assessment of the societal and environmental performance of the benefit corporation. The assessment must be completed in accordance with a third-party standard. Annual benefit corporation assessments using a third-party standard is also a recommended best practice for benefit corporations. The assessment helps benefit corporations understand how they are meeting the intent of benefit corporations which is to provide a positive impact on societal or environmental needs. To meet this requirement, AHDAM recently completed the B Impact Assessment¹ created by B Lab, a global network that creates standards, policies, and tools for business and certifies B Corps². The results of the assessment were shared with AHDAM's Board of Directors on 3/28/2024.

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As required by Maryland code, this report was shared with AHDAM's stockholders on 03/28/2025.

¹ <https://bimpactassessment.net/>

² From their website, <https://bcorporation.net/>