

association of Illinois Patient Access Management
Presents



Patient Access is... **Hot Hot Hot!**

THURSDAY, MARCH 1, 2012 AT

CO-SPONSORED BY  **hfma** first illinois chapter
healthcare financial management association



THE CHICAGO FIREHOUSE

aIPAM's Spring Conference will light a fire under your career!

- Take control when a **disaster** strikes - Patient Access as a first responder!
- Improve patient safety and eliminate medical fraud by adapting to **biometrics**.
- Be inspired to develop creative and effective **education and training programs** with limited resources.
- Get involved with **aIPAM**, open call for Board, Committee Chairs and Committee Members.
- Blast into the future with high tech solutions including **electronic signatures, electronic admissions, and a paperless revenue cycle** that advances efficiency and communication.



For every 4 people who attend from your facility the 5th registration is FREE!



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Agenda for March 1, 2012

Please note, NAHAM & HFMA CEUs will be awarded to those in attendance.

- 7:30—8:45 Registration and Check-in / Continental Breakfast.
- 8:45—9:00 Welcome, Access Updates & Introductions
- 9:00—9:50 **When Disaster Strikes, Will You Be Ready?**
Phillip Quick, CHAM, Manager of Patient Access Services, Advocate Illinois Masonic
On September 11, 2001 New York University Downtown Hospital's Emergency room saw 500 patients between 9AM and 11PM from the World Trade Center Terrorist Attacks. On April 27, 2011 DCH Regional Medical Center in Tuscaloosa, Alabama saw more than 800 patients by midnight from a category F4 tornado. Patient Access has a crucial role in identifying, tracking and managing all patients during a disaster. Are YOU ready?
- 9:50—10:40 **Iris Recognition Biometric Technology for Accurate Patient Identification**
Michael Trader, President, M2SYS Technology
Eliminating patient misidentification has been number one on the list of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) Hospital National Patient Safety Goals since 1993. Medical identity fraud is crippling the healthcare system, jeopardizing patient health and pushing hospital liability costs higher. Biometric technology accurately identifies patients to: help safeguard patient health, eliminate medical identity fraud and duplicate medical records and reduce hospital liability. A live demo of iris recognition biometric technology will accompany this presentation.
- 10:40—10:55 Break & Networking
- 10:55—11:45 **Patient Access Education & Training**
Wendy Roach, RDMS, Manager of Patient Access and Central Scheduling, Advocate Good Shepherd
Strategies to improve education and training with limited resources in Patient Access services. With increasing patient expectations and shrinking budgets...what is one to do? One's creativity and imagination can go a long way. Take a look at a new trend in education and walk away with some ideas for your team.
- 11:45—12:00 aIPAM Membership Update
- 12:00—1:00 Lunch
- 1:00—1:40 **Electronic Signature in Patient Access- Myth or Reality**
Lee Remen, Regional Director, HealthWare Systems
A lot of discussion has centered around reducing paper in healthcare. One of the primary focuses has been in patient access. Everyone wonders, why do I have to complete paper forms to complete a registration? If I can electronically sign at Walmart why not at the hospital? Lee Remen, from HealthWare Systems, will document, demonstrate and discuss various options for electronic signature in healthcare including devices and kiosks and workflow thoughts and considerations.
- 1:40—2:20 **Epic Request for Admission**
Robin G. Speaks, MSHSA, CHAM, Director of Admitting Services, Children's Memorial Hospital
Lynnaya Cager, Manager, Children's Memorial Hospital
The Request for Admission is functionality in Epic that is used to provide an electronic submission of elective admissions and surgery to the Admitting Department in order to provide efficiencies and accountabilities. It also reduces the massive amount of paper that can accumulate over time.
- 2:20—2:35 Break & Networking
- 2:35—3:25 **The Hospital Journey to a Paperless Revenue Cycle**
Ken R. Cassell, MBA, Sr. Vice President of Sales, The White Stone Group, Inc.
Janet ZeBell, Manager, Order Processing, St. Vincent Indianapolis Hospital
Many hospitals struggle with manual, paper-driven approach to managing revenue cycle activity. The volume and complexity of communication make it nearly impossible for staff to locate information at the time of need. This struggle often leads to scheduling delays, customer service concerns and insurance denials. This session will present a strategy for managing revenue cycle through a seamless, paperless process. It will include case studies from hospitals that have experienced outcomes such as reduced denials, improved customer service and greater efficiency across the revenue cycle.
- 3:25—4:30 Raffle (you must be present to win) / Happy Hour / Networking
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Information About our Speakers

**Philip Quick, CHAM, Manager of Patient Access Services and Bed Management
Advocate Illinois Masonic Medical Center**

Philip has dedicated himself to Patient Access Management with over 12 years of progressive management experience. Philip's expertise includes revenue cycle management, patient throughput and associate engagement. He holds a BA in Health Sector Management and is currently pursuing a Master of Science in Public Policy and Leadership Studies at DePaul University. He holds professional memberships in aIPAM and the National Association Healthcare Access Management (NAHAM).

**Michael Trader, President
M2SYS Technology**

A Co-founder of M2SYS, Mr. Trader was Executive Director of Application Consulting for a leading, NASDAQ software firm from April 2001 to January 2003. His responsibilities included guiding the global sales team on qualifying and validating potential sales opportunities, developing effective presentation strategies and methods, presenting leading-edge sourcing and procurement software to executive level prospective clients and managing the development team on new product enhancements.

Prior to his most previous position, Mr. Trader was a co-founder, key executive, and Vice President of Global Sales at BayBuilder, a highly successful sourcing software company. At M2SYS, Mr. Trader oversees all global sales and marketing activity and develops business relationships with companies to help them implement multi-modal enterprise biometric identification technologies to increase efficiencies and boost profits. Responsible for many aspects of positioning the company as an industry leader, Mr. Trader builds and manages the global sales force, contributes to product development and plays an influential role in managing strategic direction.

Mr. Trader graduated with honors from the pre-medical program at the University of Vermont earning a Bachelor's degree in Biological Sciences. In his spare time, he enjoys coaching the Emory University men's lacrosse team and playing golf.

**Wendy Roach, RDMS, Manager of Patient Access and Central Scheduling
Advocate Good Shepherd Hospital**

Wendy holds a BS in Hospitality Management, AAS in Ultrasound, and is currently pursuing her MA in Hospital Administration. Her area of specialty is customer service. She holds professional memberships in ARDMS (American Registry for Diagnostic Medical Sonographers) and certifications from Development Dimensions International, Hyatt University, DEI Management Group, Inc. and Dale Carnegie in the areas of service excellence and leadership. Wendy is also a Certified Substitute Teacher (K-12), Plus-size model (clients include Lane Bryant, Elizabeth by Liz Claiborne, Champion, Goddess). She is an aspiring author and a former mezzo-soprano for the Lincoln Opera Company.

**Lee Remen, Regional Director
HealthWare Systems**

Lee oversees all day-to-day customer needs and leads multidisciplinary teams to implement complex revenue cycle systems at healthcare facilities. He is a long-time aIPAM member and participates in other association committees including Co-Chairing the HIMSS revenue cycle committee and is a NAHAM and HFMA member.

**Robin G. Speaks, MSHA, CHAM, Director of Admitting Services
Children's Memorial Hospital**

Robin has dedicated herself to Patient Access Management with over 30 years of progressive management experience at Children's Memorial Hospital. Robin's expertise includes revenue cycle management and patient throughput. She holds a BA in Communications, MSHA in Health Services, and is currently pursuing a Doctorate in Public Policy and Administration at Walden University. She holds professional memberships in aIPAM, the National Association of Healthcare Access Management, National Association of Children's Hospital's and Related Institutions, and American Society for Public Administration.

**Lynnaya Cager, Manager
Children's Memorial Hospital**

Lynnaya has committed herself to Patient Access Management with over 5 years of management experience at Children's Memorial Hospital. Lynnaya's expertise include patient throughput with emphasis on direct admission access, insurance verification and financial counseling. She is currently pursuing a BA Health Service Management from DeVry University. She holds a professional membership in aIPAM. Lynnaya has successfully completed CHAA and CHAM certifications through NAHAM.

**Ken R. Cassell, MBA, Sr. Vice President of Sales
The White Stone Group, Inc.**

With more than twenty-five years of experience in healthcare, Ken Cassell works to help hospitals improve financial performance. Ken holds a Bachelor of Science in Applied Organizational Management from Tusculum College and a Master of Business Administration from Texas Wesleyan University. He is an active member of HFMA.

**Janet ZeBell, MHA BSRT, System Manager Central Ambulatory Scheduling & Order Processing
St Vincent Health**

Janet has 31 years of health care experience including 13 years of direct patient care in Medical Imaging or Imaging management and 18 years of Health Insurance industry and hospital Patient Access management combined. Janet manages the daily operations of a busy scheduling call center for St Vincent Health in Indianapolis and has oversight responsibility system wide for system and process implementation at St. Vincent Local Health Ministries.

Conference Registration Form

Advance registration secures your place. Please make your reservation *AS SOON AS POSSIBLE*. The fifth attendee from your facility is FREE! Don't miss this opportunity to spread the benefits!

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Please complete this form and mail it with your check—**payable to aIPAM**—to:

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PO Box 582
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Interested in speaking?

Contact: **Katherine Murphy**

katherine.murphy@passporthealth.com

630-916-8818 x234

Interested in sponsorship?

Contact: **Kris Everett**

Kristina.Everett@provena.org

630-914-2437

**Conference attendees will earn
 NAHAM & HFMA CEU credits.**

We look forward to seeing you on March 1st!

The Chicago Firehouse

1401 South Michigan, Ave, Chicago, IL

312.786.1401

The Chicago Firehouse restaurant is in an attractive turn-of-the-century building that formerly housed the Chicago Fire Department and was completely remodeled in 1999. The Chicago Firehouse restaurant has retained its charm with original tin ceilings, fire-glazed walls and brass poles. Just as the setting pleases your eye, the American fare will tantalize your taste buds.

