

THE PALACE OF ACCESS DELIGHTS

Thursday, March 12, 2009—Alhambra Palace Restaurant, Chicago, IL
7:30 to 4:00. Co-sponsored by



Earn 4.5 Education
Contact Hours!!!

Come out and be entertained by belly dancers!
Earn NAHAM & HFMA Credit Hours!
Network with your peers!

Listen to some of the **best healthcare speakers** talk about:

- Medicare Secondary Payer, Clearing the Hurdles of Compliance.
- Creating Excellence in Customer Service: A strategic financial advantage.
- Break Through Strategies for Revenue Cycle and Self Pay: Learn about new state legislation.
- Achieving Excellence in Point of Service Collections.
- Education, Training & Expectations: Understanding workforce diversity.
- Access Your Impact: How Healthcare is growing GREEN!
- The Road Much Traveled: Patient access then and in the future....



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

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Agenda for March 12, 2009

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

7:30—8:30 Registration and Check-in

Hot Breakfast: eggs, pancakes, potatoes, bacon, fruit, coffee and juice.

8:30—8:45 Welcome, Introductions & Announcements

8:45—9:35 **Medicare Secondary Payer, Clearing the Hurdles of Compliance.**

Kevin Willis, Claims Services, Inc. Kevin will unravel the regulations as they apply to the Medicare Secondary Payer. He will illustrate an appropriate approach to common and not so common Medicare registration scenarios. He will discuss misconceptions regarding accidents, the provider's duty to investigate, the need to properly document findings and the consequences of getting it wrong.

9:35—10:25 **Creating Excellence in Customer Service: A strategic financial advantage.**

Wendy M. Wells Fache, Senior Consultant with Noblis' Center for Health. Wendy will offer insight into how to apply consumer marketing techniques to create excellence in the customer experience, how hospitals can use customer service excellence as a competitive advantage in their marketplace, and the financial implications of investing in customer service excellence.

10:25—10:40 Break.

10:40—11:30 **Break Through Strategies for Revenue Cycle and Self Pay.**

Philip Solomon, Chief Client Officer, UCB, Inc. Phil describes the new tools that assist health care facilities with their self pay patient base. Phil will also discuss the impact of recent Illinois legislation (SB2380) and outline strategies for managing the coming changes.

11:30—12:00 **Achieving Excellence in Point of Service Collections.**

Eleanor Michalek, System Director Patient Access, Provena Healthcare. Learn the key components of establishing a program for up front collections and methods to accelerate cash while reducing the cost to collect and bad debt.

12:00—1:00 Lunch, networking and belly dancing entertainment.

Lunch Appetizers:

Hummus-chick pea puree. Tabouli-chopped parsley, onions, bulgur wheat, tomato, lemon & olive oil. Dolmehs-grape leaves with ground beef, rice, tarragon, split peas, green onions, basil, parsley & herbs.

Lunch Entrees:

Chicken kabob, vegetable couscous, lamb shank, chef's seasonal pasta with marinara & alfredo sauce.

1:00—2:00 **Education, Training & Expectations: Understanding workforce diversity.**

Suzanne Lestina, Technical Manager, PFS/Revenue Cycle, HFMA. Assessing, understanding and maximizing the skills of your work force and how the perspectives, expectations and vernacular of different generations affect management, staff, training etc.

2:00—2:30 **Access Your Impact: How Healthcare is growing green.**

Renee Rogers, Healthcare Major Account Manager, Cintas. The "Green" movement has expanded awareness of our impact on the environment across many industries, including healthcare. A growing trend for healthcare organizations is supporting causes that help the communities they serve develop a more sustainable future through conservation. Renee will share ideas on how patient access can actively participate in sustainability initiatives.

2:30—3:30 **The Road Much Traveled: Patient access then and in the future...**

John Worley, Senior Manager, Accenture. We will travel the roads together, adventuring into where Patient Access has been and its potential to set a new course. The presentation will review past and present patient access operations and discuss potential new operational components – call centers, outsourcing and other innovations.

3:30—4:00 Raffle, hors d' oeuvres and cocktails. Take time to NETWORK!

Information About our Speakers

Kevin Willis, Claim Services, Inc.

Kevin Willis spent ten years with the Medicare Contractor in the States of Illinois, Indiana, Ohio, and Kentucky. More than three of those years were spent as the Medicare Secondary Payer (MSP) auditor and educator in those states. Kevin held workshops representing the Medicare Contractor for all of their functions, along with functions headed by other organizations such as the HFMA, Metropolitan Chicago Hospital Council, and the Ohio Hospital Association.

Kevin brings with him the experience of MSP both through the eyes of the Medicare program and from each hospital's perspective. His workshops are designed to emphasize full compliance with the Federal Government's requirements, to improve each hospital's fiscal performance by reducing days in receivables and by introducing higher rates of reimbursement in accident cases. Kevin's unique perspective allows him to include some of the lighter sides of a normally dry subject.

Wendy M. Wells Fache, Senior Consultant
Noblis' Center for Health Innovation

With over 26 years of healthcare experience and several years in Performance Innovation, Wendy has diverse experience in all facets of healthcare operations management including acute and long term care facilities; strategic, facility and master planning; construction management; and operational improvement initiatives in clinical, ancillary and support services.

A results oriented individual, Wendy has proven very successful in leading and partnering with people and programs to achieve enterprise-wide strategic goals and operational excellence. Examples include consistently exceeding operating goals and objectives for productivity, financial, labor and customer relations; improving clinical processes to decrease waiting/turnaround-times; increasing patient, physician and employee satisfaction through process innovation changes; and improving work-force management processes to improve labor pool, decrease turnover and increase retention.

Wendy received her Masters of Health Administration from Washington University School of Medicine, Saint Louis, Missouri and her Bachelor of Science in Business Administration from the University of Kansas, Lawrence, Kansas.

Philip Solomon, Chief Client Officer, UCB, Inc.

Phil Solomon is the Chief Client Officer of UCB, Inc., an analytics and revenue cycle optimization firm providing solutions for the revenue cycle challenges of health care providers today. Phil has a 25 year track record focused on the adoption of business process outsourcing solutions. He has significant experiences and successes addressing the emerging revenue cycle issues facing health care providers in this difficult economy.

During the last 17 years of his career, he has been focused exclusively in the areas of data modeling, charity processing, receivables outsourcing, and customer care call center applications. He is an active member of the

HFMA, NAHAM, AAHAM, MGMA, National Association of Call Centers and American Collections Association.

Eleanor Michalek, System Director Patient Access,
Provena Healthcare

Eleanor has over 25 years of healthcare management experience within revenue cycle operations. Her perspective includes experience in a large academic medical center setting and a six-hospital healthcare system. To improve core processes within the revenue cycle she has implemented systems for patient scheduling, managed care contracting, point of service cash collections, and pricing transparency. Her operational experience in patient accounting focuses on financial outcomes and alignment of quality initiatives to performance improvement specifically within Patient Access.

Eleanor is a member of the First Illinois Chapter of HFMA and served on its Board of Directors. She was also one of the first members of aPAM.

Suzanne Lestina, Technical Manager
PFS/Revenue Cycle HFMA

A past president of the 1st Illinois chapter of HFMA, Suzanne has over 25 years of healthcare experience, including 10 years as a revenue cycle consultant. Suzanne serves on the National Uniform Billing Committee (NUBC) and the Committee on Operating Rules for Information Exchange (CORE) for the Council for Affordable Quality Healthcare (CAQH).

Renee Rogers, Healthcare Major Account Manager
Cintas

Rene presented at aPAM's spring conference in 2007. Her responsibilities include training and consulting to the healthcare market with the goal of enhancing the patient experience with a professional image uniform program.

John Woerly, Senior Manager
Accenture Health Administration

John is recognized as a Subject Matter Advisor and the Solutions Development Methodology Champion for Patient Information Management (Patient Access) and Clinical Documentation (Health Information Management).

John has over 25 years progressive management experience in large, multi-site healthcare providers, including physician group practices, public health, for-profit and university settings. He successfully blends clinical and financial expertise to deliver customer-centric solutions. He has designed and managed Revenue Cycle activities, including: patient scheduling systems, call center/customer relationship management technologies, capacity management, charge capture and documentation, denial management processes, health information management, and care management/utilization management strategies.

John is a NAHAM Certified Healthcare Access Manager (CHAM) and holds a Masters in Health Sciences Administration from Central Michigan University and a Bachelor of Science in Medical Records & Business Administration from Illinois State University.

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!

Facility _____ Phone _____ Total \$ _____

Street _____ City/State/Zip _____

Name	Title	email
aIPAM/HFMA: <input type="checkbox"/> Member \$85 <input type="checkbox"/> Non-Member \$95		
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Name	Title	email
aIPAM/HFMA: <input type="checkbox"/> Member \$85 <input type="checkbox"/> Non-Member \$95		
Name	Title	email
aIPAM/HFMA: <input type="checkbox"/> Member FREE <input type="checkbox"/> Non-Member FREE		

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

Interested in speaking?

Contact: **Katherine Murphy**

katherine.murphy@passporthealth.com

630-916-8818 x234

Interested in sponsorship?

Contact: **Lee Remen**

lremen@healthwaresystems.com

847-649-5116

PO Box 582

Lemont, IL 60439

We look forward to seeing you on March 12th!

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

Directions to Alhambra Palace Resaturant

1240 W Randolph St, Chicago, IL

312-666-9555

Directions: *From the south.* Take the Dan Ryan (90/94) into the city and exit at W Randolph. Turn left over the expressway and drive west for nine blocks. Alhambra is past Racine on your right.

From the north. Take the Kennedy (90/94) into the city and exit at W Randolph. Turn right and drive west for nine blocks. Alhambra is past Racine on your right.

From the west. Take the Eisenhower (290) east towards the city and exit at Ashland. Turn left over the expressway and drive north on Ashland to Ogden. Turn right (northeast) on Ogden and drive three blocks to W Randolph. Turn right (east) and drive two blocks, past Elizabeth. Alhambra will be on your left.

Parking: Valet or street parking.

