

LA DOLCE VITA OF PATIENT ACCESS

FRIDAY,
MARCH 21,
2014 AT

MAGGIANO'S
LITTLE ITALY #
SCHAUMBURG

Co-sponsored by



**AIPAM'S SPRING CONFERENCE
WILL LEAVE YOU BREATHLESS**



- ▶ Addison Group Management Workshop
- ▶ Peterson Consulting-8 Actions for Patient Access
- ▶ HIX Management Updates-Advocate & Presence Health
- ▶ Experian-HIX Enrollment Update
- ▶ Central Illinois Health Information Exchange
- ▶ Metro Chicago Health Information Exchange
- ▶ Silver Cross Hospital-The Self-Service Journey
- ▶ Kiosk / Patient Engagement / mHealth Panel

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



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Agenda for March 21, 2014

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

- 7:30—8:30 Registration & Check-in / Continental Breakfast
- 8:30—8:40 **Welcome & President's Message—Philip Quick**
- 8:40—9:30 **Management Workshop: Resume building tips for the dream job and interviewing techniques to hire the BEST in a competitive market**
Scott Galanos & Ryan Whiteleather, Addison Group
The majority of IPAM attendees have gone through their own job search as well as the challenging hiring process. Addison Group is here to share how to be successful at both getting the dream job and screening candidates for healthcare facilities. This presentation will focus on three main topics; resume building, interview techniques, and networking. This is an open forum, so please feel free to share your input.
- 9:30—10:20 **8 Actions Patient Access Staff Should Take to Increase Managed Care Reimbursement**
Cathy A Peterson, President, Peterson Healthcare Consulting
Receive practical advice and tools to increase income from insurers who, on average, underpay by over 10%. Part of the underpayment is caused by the provider's staff. Without taking specific actions, the insurers simply get to keep that money. Focusing on managed care is particularly important given that in addition to the commercial side, in many counties managed care now includes patients who formerly were covered by the state through (e.g., AABD, dual eligibles) and in 2015 almost all Medicaid recipients will be moved into managed care in the metro Chicago area.
- 10:20—10:35 Break
- 10:35—11:45 **HIX Management Updates**
How have two large Illinois Health Systems operationalized the changes brought to providers by the Patient Protection and Affordable Care Act? Presence Health and Advocate Healthcare System Directors **Eleanor Michalek & Susan Clarke** will discuss effective management of arriving patients enrolled in an exchange product and the challenges this brings to the Revenue Cycle. Explore the evolution of operationalizing the changes in the Patient Access department to maximize Financial Outcomes and Patient Satisfaction
- 11:45—12:00 **HIX Automated Enrollment Update, aIPAM and NAHAM Updates**
Katherine Murphy, Philip Quick and Michael Sciarabba
- 12:00—12:45 Lunch / Networking
- 12:45—1:15 **Connecting Communities: The Collaborative Path to Health Information Exchange in Central Illinois**
Lauren Wiseman MSN, RN- BC
Central Illinois Health Information Exchange presents the Central Illinois HIE update and the benefits this brings to participating patients and providers. Learn what HIEs will mean to Patient Access operations, about the Opt Out option, and receive an update on the HIE path in Central Illinois.
- 1:15—1:45 **Metro Chicago HIE, Chuck Cox, Director Health Information Exchange, Metropolitan Chicago Healthcare Council—Overview & Update**
- 1:45—2:30 **2007-2014: The Silver Cross Hospital Journey for Patient Self-Serve Success**
Kim Deshazo, IT Analyst
Learn from a health care provider who became an early adopter in the patient kiosk self-service arena. Along the way they not only faced consumer and technical challenges but they built a brand new replacement hospital too! Consumer self-serve and Patient Engagement are key to our improving patient satisfaction and Population Health Management initiatives.
- 2:30—3:30 **Patient Engagement, Kiosks, mHealth – The Train Has Left the Station!**
Panel Discussion with Ben Bau of Vecna Technologies, Jorge Wong of Passport
This Panel Discussion focuses on use of Kiosks & mHealth devices as well as Patient Engagement initiatives. Learn how to get started to maximize the potential for enhanced collections, improved patient satisfaction and throughput. Patient engagement is so 2014! Listen to and ask questions of our panel of experts.
- 3:30—5:00 Conference Reception / Raffle (you must be present to win) & Networking
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Information About our Speakers

Scott Galanos & Ryan Whiteleather—Addison Group

Scott Galanos started his career at a healthcare staffing firm which was ranked #1 by SIA's Top 100 list of the largest Staffing Firms in the U.S. Ryan Whiteleather began his career working as an account manager for a Fortune 500 CPG company before joining Addison Group this past year. Currently, they both work in business development roles at Addison Group where their goal is to develop and maintain relationships with healthcare clients in the Chicagoland area.

Addison Group specializes in providing departments with contract, contract-to-hire, or direct hire nonclinical revenue cycle staff. Areas of focus include Patient Access, Patient Accounts, and Health Information Management.

Cathy A Peterson—President at Peterson Healthcare Consulting

Cathy has 30 years of executive experience in healthcare focusing on business development, managed care, and/or revenue cycle enhancement. She has worked in a wide variety of healthcare settings including hospitals (academic, community and health systems), large physician groups, Physician Hospital Organizations, nursing homes, major healthcare associations, and insurers. She is recognized as a dynamic and passionate leader who consistently increases income and market share for her clients.

She has been co-chair of the HFMA's First Illinois Chapter's Managed Care Committee for 8 years. She is served on more than seven boards and is currently on Heartland Health Outreach's Board.

Eleanor Michalek, System Director Patient Access, Presence Health

At Presence, Eleanor leads standardization and centralization initiatives for front end revenue cycle. She has oversight of the centralized areas of Central Scheduling, Order Management, Insurance Verification, Financial Counseling and site-based Patient Access.

Eleanor has 20 plus years of healthcare revenue cycle experience and has held leadership roles in both Patient Access, Patient Accounting and Revenue Integrity at Northwestern Memorial Hospital, Mercy Medical Center and Provena Health.

Eleanor is a member of the First Illinois Chapter of HFMA (previously served on Board of Directors and Chair Revenue Cycle), a member of NAHAM and AIPAM.

Susan Clarke, System Director Patient Access, Advocate Healthcare

Susan Clarke is the current Executive Director of Patient Access for Advocate Health Care. Susan began her health care career at Loyola Physician Foundation, working in the physician billing arena. She earned a CCS-P during that time. In 2001, Susan joined Advocate Health Care and has held a variety of leadership roles in the business office. In 2009, Susan added Patient Access to her area of responsibility. She joined NAHAM and earned her CHAM in 2013.

Lauren Wiseman MSN, RN-BC, Clinical Services Manager for Central Illinois Health Information Exchange

Wiseman works with participating healthcare organizations

providing clinical project management, promoting effective adoption of HIE and providing meaningful use support. She has more than 30 years of healthcare experience and a long standing interest in health information technology. Wiseman is an active member of the local and national organizations of the Health Information Management Systems Society (HIMSS). She holds the position of Chapter Advocacy/HIE Chair on the board of the Greater Chicago Chapter.

Chuck Cox, Director HIE, MCHC

Bio unavailable at press time.

Kim Deshanzo, IT Analyst/Registration, Silver Cross Hospital

Bio unavailable at press time.

Ben Bau—VP and General Manager, Patient Self-Service Solutions Vecna Technologies

Ben has overall executive profit and loss responsibility for the Patient Self Service product suite consisting of Patient Portal, Queuing, Kiosk, and Survey. These responsibilities include the strategic direction of the Patient Information Exchange Platform, its design and development as well as its implementation, deployment, and marketing. Ben directs the technical and GUI development, ensures that clients are benefiting from the latest technology advances, and advises domestic and international customers on best practices for achieving superior return on investment. Ben frequently speaks at events, conferences, and universities about the importance of patient-centric health information models.

Jorge Wong, Senior Product Director, Passport

Jorge is responsible for developing Passport's PaymentSafe solution. Jorge has over 20 years of experience working with hospitals to create more efficient, effective and patient-friendly payment solutions at point-of-service. He helped design one of the first POS collection products for the healthcare industry, which is still in use today.

Jorge has been with Passport and its affiliate companies throughout his healthcare career. Prior to entering the healthcare field, Jorge was a CPA with one of the nation's top accounting firms.

Conference attendees will earn NAHAM & HFMA CEU credits.

Conference Registration Form



hfma first illinois chapter
healthcare financial management association

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 \$ _____

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Spring Conference Fee = \$95. Attendees will earn 5 CEU.

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Interested in speaking?

Contact: **Katherine Murphy**

katherine.murphy@passporthealth.com

630.812.2559

Interested in sponsorship?

Contact: **Rozanne Hickok**

Rozanne.hickok@advocatehealth.com

847.723.5988

PO Box 582

Lemont, IL 60439

We look forward to seeing you on March 21st!

Maggiano's - 1901 E. Woodfield Rd. Schaumburg, IL
Free parking at The Streets of Woodfield!

