



Patient Access No Bed of Roses

Thursday, March 10, 2011 **Rosewood Restaurant**
9421 Higgins Road, Rosemont, Illinois

Co-sponsored by  **hfma** first illinois chapter
healthcare financial management association

It's not ALL glamour on the front-end, and aIPAM is here to help you when the blush comes off the rose.

- Learn how to **lead change** instead of change leading you
- Discover that **data can be your friend** across the revenue cycle
- Tap into the **Six Secrets** of being a show stopper at work
- **Real life case study** using HFMA's MAP Keys will be revealed



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

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Agenda for March 10, 2011

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

- 7:30—8:30 Registration and Check-in / Vendor Exhibit / Continental Breakfast.
- 8:30—8:45 Welcome, Access Updates & Introductions
- 8:45—10:15 **Leading Change**
Renee Waller, M.S., CEO, MentorRx, Inc.
Change is the rule in healthcare—constant, even relentless change creates new opportunities and chaotic work lives. This session provides leaders with practical tools to move positively through change, resulting in increased productivity and improved performance. This session is very interactive, and provides practical take-home tools.
- 10:15—10:30 Break & Networking
- 10:30—11:30 **Revenue Cycle—Connecting the Dots...Effective Communication & Optimization Across the Revenue Cycle**
Lincoln Fish, VP Customer Relations, Benchmark
Ted Barduson, EVP of Sales and Business Development, Benchmark
In this session, speakers will introduce some unique metrics that can be used to tie the revenue cycle together. The concept of what belongs in your definition of revenue cycle is explored. This session will show how data can be used to be the bad guy for all bad news in the revenue cycle. "People point fingers. Data informs." Once we get this notion across, it is much simpler for people to see how they might be able to work together without having to accuse one another of not delivering.
- 11:30—12:30 Lunch
- 12:30—1:30 **ENCORE: 6 Secrets to Being a Show Stopper at Work**
Marcie Stern, MHA, RLC, Professional Speaker, Coach & Consultant
Key areas to address include:
- Entering the stage – stepping out and connecting positively with the role and audience
 - Exuding confidence and presence – feeling empowered in one's role and ability to influence
 - Overcoming obstacles to performance – learning how to adopt empowering and positive mindsets
- 1:30—2:00 Break & Networking
- 2:00—3:30 **MAP Keys- Overview & Case Study**
Suzanne Lestina, CHFP, CPC, Director, Revenue Cycle MAP, HFMA
Tracey McKnight, Spectrum Health, Michigan
Ami S. Kihn, Senior Director, Patient Financial Operations Spectrum Health System, Michigan
The Healthcare Financial Management Association will present an overview of the revenue cycle management best practices and measures as gathered across our diverse and extensive member communities. We will share the importance of benchmarks and their ability to impact management decision making. Our approach to KPI development and promotion stresses the value of consistent measures and peer comparisons with solutions that can bring improvement to any provider's financial performance and enhance customer satisfaction.
- One Michigan HealthCare System will present how utilizing HFMA's MAP fosters performance improvement.
- 3:30—4:00 Updates, Closing, Raffle (you must be present to win) / Happy Hour / Networking
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Information About our Speakers

Renee Waller, M.S., CEO, MentorRx, Inc.

Ms. Waller mentors healthcare professionals by teaching them the critical skills they need to lead effectively. For more than 20 years, she's earned a reputation for providing skilled and practical guidance to healthcare leaders. Prior to founding her company, Renee served as Director of Education and Professional Development for a revenue cycle consulting firm. Before joining G+A, she served in leadership positions at a hospital in Boulder, Colorado for eight years. Ms. Waller earned a Master of Science in Business Administration, with a minor in Healthcare Administration from the University of Colorado at Denver, and a Bachelor of Science in Business Administration from the University of Denver.

Lincoln Fish, VP Customer Relations, Benchmark Revenue Management

Lincoln assists Benchmark's CEO and chief architect in interpreting real-world needs and incorporating them into the technology solutions. A co-founder of the company, he works directly with hospital customers and business partners to gather feedback for improving current offerings and adding new ones. A graduate of the Wharton School and an entrepreneur with several successes under his belt, Lincoln strives to keep his talks fast, educational, and entertaining. As one recent attendee put it, "I've never laughed and learned so much, all in the same session."

Ted Barduson - EVP of Sales and Business Development, Benchmark Revenue Management

Ted has spent the last 24 years of his professional life implementing enterprise-level systems and services in the healthcare industry. He has held roles in customer service, project management, sales, and business development. Prior to his work with Benchmark Revenue, where his chief responsibility is developing partner relationships with like-minded revenue cycle solution providers, Ted worked at Siemens, IDX and Spheris, so as he puts it, "I feel your pain."

Marcie Stern, MHA, RLC, Professional Speaker, Coach & Consultant

Ms. Stern, founder and president, is a seasoned professional with 22 years of experience in strategic planning and business & team development across a wide range of disciplines and with special expertise in the healthcare industry. Marcie is a natural "show-stopper" and has given encore performances as a professional speaker. She speaks nationally to a wide variety of professional groups and also conducts workshops on a vast range of topics including: Work/Life Balance, Self-Care Practices, Business Success, Strategic Life and Career Planning, and Team Development. Inspired by her passion and enthusiasm, Marcie's clients are equipped to being show-stopping performers in their professional lives.

Suzanne K. Lestina, CHFP, CPC, Director – Revenue Cycle MAP, HFMA

Ms. Lestina received a BA in Organizational Management from Concordia College. Prior to joining HFMA, Suzanne had extensive revenue cycle experience, including ten years with a leading boutique revenue cycle consulting firm. Her consulting experience includes education, revenue cycle operations assessments, work redesign, and compliance audit / reviews. Prior to her consulting work, Ms. Lestina held hospital revenue cycle leadership roles in the Chicago area. She is a past president of the 1st Illinois Chapter of HFMA and speaks frequently to HFMA chapters, healthcare providers, state hospital associations, and other professional associations.

Tracey McKnight, RN MM CMAC, Senior Director, Revenue Cycle, Spectrum Health Hospital Group

Ms. McKnight earned her Diploma in Nursing from Hackley Hospital School of Nursing, a Bachelor's of Nursing from Grand Valley State University and a Master's in Management from Aquinas College. Tracey began her career at Holland Community Hospital as a registered nurse. She held multiple leadership positions including Corporate Director of Acute Care and led the development of Holland Hospital's Home Health Care Programs. Ms. McKnight has received her certification in Case Management Administration and has successfully completed the Executive Leadership Institute from the University of Michigan, Ross School of Business and the Project Management in Healthcare Certification from Harvard, School of Public Health. She has presented regionally and nationally on key revenue cycle strategies and is active on community boards.

Ami S. Kihn, Senior Director, Patient Finance, Spectrum Health Systems

Ms. Kihn has responsibility for claim submission, follow, and denial management activity for all claims related to hospital and post acute services. She also has oversight responsibilities for the cash application, technical system support and education departments that service the facility, post acute, and professional billing departments. She came to Spectrum Health in 2003 to assist in the development of a centralized business office supporting the post acute lines of business, and has held various roles in the patient finance arena to support and grow the shared service model. She received a bachelor's degree in business administration from Ferris State University and completed the Executive Leadership Institute Course at Ross School of Business, University of Michigan. She began her professional career in healthcare in 1989, and has held various roles related to revenue cycle throughout the healthcare continuum. She is an active member of the Western Michigan Chapter of HFMA.

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 \$ _____

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No price increase since our 2007 spring conference! Come on out and stay connected to your peers!

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

Interested in speaking?

Contact:

Katherine Murphy

katherine.murphy@passporthealth.com

630-916-8818 x234

Interested in sponsorship? Exhibiting?

Only \$450 for a conference exhibit table!

Contact: **Kris Bell**

kristina.bell@provena.org

630-914-2437

aIPAM

PO Box 582

Lemont, IL 60439

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

We look forward to seeing you on March 10th!

Directions to Rosewood Restaurant

9421 Higgins Road, Rosemont, IL

From the south: on 294 north, take I-90 towards O'Hare, stay left at the toll barrier and turn left at Des Plaines River Road. Turn left at Higgins and it's the first restaurant on the left side of the road.

From the north: on 294 south, take I-190 towards O'Hare, take exit 2A-Manheim Road. Turn right at Higgins and it's 1.3 miles on the right.

From the east: on the 90 west, exit at 79B-Cumberland Ave. Turn left on Higgins and it's 1.4 miles on the left.

From the west: on the 90 east, exit at 79B-Cumberland Ave. Turn right on Cumberland & take the first left on Higgins and it's 1.4 miles on the left.

