



Association of Illinois Patient Access Management presents

PATIENT ACCESS GAME ON

THURSDAY, MARCH 10, 2016

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



LEVEL 257

2 Woodfield Mall, Unit A, Schaumburg, IL 60173

PRESENTERS

Lauren Johnson, MBA, Community Engagement Representative Be The Match

Katherine Murphy, CHAM, FHAM – Be The Match Bone Marrow Donor Registry information

Elizabeth Reason, MSO, CHAM – Leadership - Director of Patient Financial Services at Lake Huron Medical Center in Port Huron, Michigan and Vice President of NAHAM

Michael Sciarabba, VP Patient Access American Health Connections and Mercy Medical Center – Achieving Excellence with new Call Center Strategies; PLUS: High CLAS Standards in Patient Access

Brenda Taylor, BAM, Manager Patient Access St. Bernards Hospital – A Service Excellence Journey

Susan Lestina, FHFMA, CPC, VP Revenue Cycle Innovation, AvadyneHealth – Transform the Patient's Financial Experience with benchmarks and tools

Wendy Roach, Wendy M. Roach, RDMS, CHAM, Director of Patient Access at Advocate Good Shepherd Hospital - Bridging the Registration Gaps in Patient Access

THANK YOU TO OUR FANTASTIC SPONSORS



Register online at aipam.net For every 4 people who attend from your facility the 5th registration is FREE!
Register online at aipam.net

AGENDA FOR MARCH 10, 2016

- 7:30-8:30 Continental Breakfast
- 8:30-8:45 Welcome and Introductions
- 8:45-9:00 ***Bone Marrow Donor Registry information: dispel the myths!***
Have you ever wondered about how the registry works and what it takes to register as a possible donor? This discussion will provide you information and incentives to help BE THE MATCH and Save a Life! Ask questions and learn about this very special organization and dispel myths. Consider registering today at the conference or at a future event in your area! The patients are counting on you!
- 9:00-10:30 ***"Everything I learned about leadership, I learned from Football"***
Elizabeth Reason MSA, CHAM, Director of Patient Financial Services at Lake Huron Medical Center in Port Huron, Michigan and Vice President of NAHAM
The best leadership lessons come from real life...the stuff we learn in classrooms and workshops is just icing on the cake. Join Elizabeth as she shares her leadership journey; specifically the lessons she learned when she inadvertently became president of a youth football program.
- 10:30-10:45 Break
- 10:45-11:30 ***The VOICE of the patient, the beginning of the patient experience. Michael Sciarabba, Vice President Patient Access, American Health Connection with Mercy Medical Center, Chicago partner to develop and execute a patient centric access to care model.***
The voice of the patient is the true beginning of the patient experience. First point of contact at scheduling drives patient perceptions on access to care. Learn how implementing centralized and remote call center functionality can achieve excellence in patient service and the revenue cycle. Implementing key strategies will maximize quality, engagement, productivity, and capacity.
High CLAS (Culturally and Linguistically Appropriate Services in Health Care) standards in Patient Access
Advancing data integrity and patient safety in your "Preferred Language" program has far reaching effects for your patients and your organization. Overestimate the patient access impact. Develop strategies and execute tactics to enable a strong, future-forward program as virtual health care evolves.
- 11:30-12:15 ***Showing off Service Excellence at St. Bernards***
Brenda Taylor, BAM, Manager Patient Access, St. Bernards Hospital
Managing a change targeted at service excellence was a challenge met head-on by Brenda Taylor. Explore her pathway to a new professionalism within her Patient Access team and how changing expectations resonated positively with both staff and the community. Moving to the concepts of service excellence has paid off. Find out how in this engaging discussion.
- 12:15-1:15 Lunch / Announcements-Updates
- 1:15-2:15 ***Transforming the Patient Financial Experience through Effective Benchmarking***
Suzanne K. Lestina, FHFMA, CPC, Vice President, Revenue Cycle Innovation, AvadyneHealth
As the industry prepares to move from a volume based environment to a value based one, healthcare organizations must understand the complex relationships between patient satisfaction, financial measures and clinical outcomes. Healthcare leaders must access data to transform their organizational culture from retrospective, reactive process changes to real time improvements. Financial leaders must focus on the patient financial experience including price transparency, timely patient financial communications and effective medical account resolution to improve patient loyalty and financial performance. Benchmarks and tools will be provided for developing a strategy for identifying and taking action real time in decision making, process improvement, and results measurement.
- 2:15-3:15 ***Bridging the Registration Gaps of in the world of Patient Access***
Wendy M. Roach, RDMS, CHAM, Director of Patient Access at Advocate Good Shepherd Hospital and the interim director of Patient Access at Advocate Condell
To give exceptional customer service, we must demonstrate genuine empathy towards our patients and understand their needs. This session will take a look at the processes of organ/tissue donation, hospice care, surrogates and transgender patients. Creating a standard for best practice and an experience is necessary to encompass a holistic interaction to manage the requirements of all registration segments and provide service excellence to our patients. Gather insight to new ideas and learn how this organization is developing the models.
- 3:15-3:30 Hot Topic Discussion if time allows
- 3:30-4:30 Networking Reception and Raffles
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INFORMATION ABOUT SPEAKERS

Wendy M. Roach

Wendy M. Roach, RDMS, CHAM, is the director of Patient Access at Advocate Good Shepherd Hospital and the interim director of Patient Access at Advocate Condell. Wendy is a member of ARDMS, SDMS, NAHAM, aIPAM and HFMA. She holds certifications from ARDMS in obstetrics and gynecology, and service excellence and leadership from Development Dimensions International, Hyatt University, DEI Management Group and Dale Carnegie. Wendy serves on the NAHAM Publications/Communications Committee, NAHAM Patient Access Week Task Force and is an SME for NAHAM on various projects. Wendy is a published author and has a bachelor's degree in hospitality management from Roosevelt University.

Michael Sciarabba

Michael Sciarabba is the Vice President of Patient Access for American Health Connection. Michael has dedicated himself to Patient Access Management and Revenue Cycle Management over the last twenty years and has worked on the front line, quickly progressing into various leadership roles. Michael is a nationally recognized Patient Access expert and is a thought leader in designing innovative solutions to surpass patient expectations, while advancing the financial goals of the organization. Michael received his Master of Public Health from Saint Xavier University in Chicago, Illinois and is a Certified Healthcare Access Manager (CHAM). He is a Past President of the Association of Illinois Patient Access Management (aIPAM). Michael is an active member of the National Association of Healthcare Access Management (NAHAM) and serves on the NAHAM Board of Directors as the Chair of the Government Relations/Policy Development Committee.

Brenda Taylor

Brenda Taylor is a straightforward, candid leader in the ever changing world of Patient Access, who has over 25 years of experience in the health care arena. From her Access roles at the Rush University campuses and presently St. Bernard Hospital and Health Care Center, she has managed the Pre-Access Department, Admitting, Outpatient and E/R Registration. Brenda's passion is geared towards customer service and service excellence through building a knowledgeable team. She considers herself a transformational leader, sprinkled with transactional and charismatic qualities. Her leadership style and endeavor is to empower the staff as well as give them the tools and training to confidently succeed in their job. It is Brenda's philosophy that employees must understand the reasons behind their daily tasks and that with greater understanding there will be increased productivity. She believes that is the

way everybody wins, both the organization and the patients. Brenda has her BA in Management and is currently pursuing her MBA with a concentration in Health Care Management.

Suzanne K. Lestina

As the Vice President, Revenue Cycle Innovation for AvadyneHealth, Suzanne K. Lestina works on executing strategies that will lead the industry in next-generation revenue cycle concepts. In addition, leveraging innovative tools and technology Suzanne will help customers implement change that will transform their revenue cycles and help them achieve positive outcomes. Prior to joining AvadyneHealth, Suzanne was HFMA's director of revenue cycle MAP where she served as the technical expert and consultant for HFMA's MAP product line(s) and served in an advisory capacity regarding the technical aspects of revenue cycle performance improvement. Suzanne has extensive revenue cycle experience, including revenue cycle consulting and hospital revenue cycle leadership roles in the Chicago area. Suzanne holds a bachelor's degree in organizational management from Concordia College. She is a past president of the 1st Illinois Chapter of HFMA and a nationally recognized speaker.

Elizabeth Reason

Elizabeth is the Director of Patient Financial Services at Lake Huron Medical Center in Port Huron, Michigan. Elizabeth started her career as an urgent care registrar and worked in billing and customer service before assuming her first leadership role as a Billing Supervisor. After 11 years with McLaren HealthCare where she was first Assistant Manager of Patient Access in Lansing and Director of Patient Access in Bay City, she took a position with Carolinas HealthCare Systems, in North Carolina, where she was responsible for patient access and pre services at Cleveland Regional Medical Center and Kings Mountain Hospital. In addition to her professional responsibilities, Elizabeth serves as a volunteer leader for NAHAM; she was Certification Commission Chair from 2010 to 2014 and is currently Vice President. As Certification Commission Chair, the CHAM and CHAA exams earned accreditation from NCCA. Elizabeth earned her Master of Health Services Administration at Central Michigan University in May 2014. Her capstone project focused on leadership development as it relates to earning and maintaining professional certification. Outside the Revenue Cycle arena, Elizabeth has been involved in a variety of community organizations as a volunteer leader. She frequently presents at community forums to help consumers understand how to read their explanation of benefits and their health care out of pocket expenses.

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

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Interested in speaking?
Contact: Katherine Murphy
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630-812-2559

Interested in exhibiting?
Contact: Rozanne Hickok
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PARKING IS FREE

