

Patient Access: It's A Jungle Out There!

Friday, March 15, 2013 at
Café Brauer in Lincoln **Park**
Zoo

Earn 5.0
Education
Contact Hours

alPAM's Spring Conference will tame that Patient Access tiger!

- Understand, identify and overcome areas of resistance towards change
- Build commitment and support across diverse key stakeholders
- Implement process improvements through a blend of a strategic focus and front-line perspectives
- Learn how to lead the stampede in Patient Access with innovation and new models
- Explore diversity by moving beyond simple tolerance and embracing new managerial skills.
- Effectively maximize and capitalize the patient and associate experience with a diverse workforce
- Hear from an operational expert on industry topics impacting Patient Access and the revenue cycle



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Agenda for March 15, 2013

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

- 7:30—8:45 Registration & Check in / Continental Breakfast
- 8:45—9:00 Welcome, Access Updates & Introductions
- 9:00—9:50 ***Surviving the Stampede***
Caleb Campbell, Implementation Manager, Passport Health Communications
The healthcare industry in general, and patient access specifically, are not simply undergoing change; they are being seismically transformed before our very eyes. How are your organizations, departments, and staffs handling the change? Are you confident in your strategy and ability to both survive and thrive during these tumultuous times? Caleb Campbell combines his recent healthcare experience with over a decade of managing organizational change in this presentation to help you stay ahead of the stampede instead of being trampled by it.
- 9:50—10:40 ***Patient Access Management as Bridge Building***
Rev. Fred Rajan, Vice President, Mission and Spiritual Care, Advocate Good Shepherd Hospital
The United States is an increasingly multicultural and multireligious nation and this is reflected in our work places. Reverend Rajan will address how we may become bridge builders in the healthcare industry and address the racial, ethnic and religious diversity of our patients and staff. This presentation will discuss demographic trends and offer practical models for effective bridge building among various groups and diverse populations.
- 10:40—10:55 Break & Networking
- 11:00—11:50 ***Leading Trends in Patient Access***
Todd Krim, Senior Vice President, American Health Connection
Patient Access is usually the first interaction a patient has with a health care organization and often sets the tone for the entire patient experience. Under Value-Based Purchasing it is more important than ever that patient access professionals understand that their actions can influence patient satisfaction and can impact the financial well-being of the organization. In this interactive session, Mr. Krim will discuss what some innovative health care organizations are doing to improve patient satisfaction, increase revenue and lower costs.
- 11:50—1:00 Lunch and More
- 1:00—1:50 ***Shifting the Self Pay Patient Paradigm: The Economic Management of the Patient Responsibility***
Gregory M Snow, MPM. Healthcare Consultant
Mr. Snow will illustrate how shifting the cost emphasis to the patient is a difficult and necessary component of healthcare and Patient Access environment. Explore its impact under Health Care Reform and how to manage the changing and challenging processes that are a part of this ongoing paradigm shift.
- 1:50—2:30 Dessert Break & Panel Discussion About Something
- 2:40—3:30 ***Driving Change Through an Integrated Approach***
Amy Herbst, Director of Operations Improvement, Advocate Health Care
Do you have problems building enthusiasm, overcoming resistance and creating engagement in implementing change? This presentation will demonstrate, through the example of a system-wide patient access initiative, how to use process improvement and change management techniques to achieve significant results within patient access. Key topics will include:
- Understanding, identifying, and overcoming areas of resistance towards change
 - Building commitment and support across diverse key stakeholders
 - Implementing process improvements through a blend of a strategic focus and front-line perspectives
- 3:30—3:45 Final Announcements
- 3:45—5:00 Raffle (you must be present to win) / Happy Hour / Networking
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Information About our Speakers

Caleb Campbell
Implementation Manager
Passport Health Communications

Since 2001, Caleb has been featured as a motivational and corporate speaker at over 200 events in 20 states. Before coming to Passport, Caleb worked at Cleveland Clinic in Cleveland, Ohio, and Epic in Verona, Wisconsin. Prior to working in healthcare, Caleb served as a Director for four non-profit organizations, one of which quadrupled and the rest of which doubled in size during his tenure. He has traveled to multiple foreign countries doing charitable and humanitarian aid work and is fluent in three languages.

Caleb has a bachelor's degree in Mathematics, a master's degree in Homiletics (the art of preaching) and continues his ongoing graduate studies in Organizational Management.

Rev. Fred Rajan
Vice President, Mission and Spiritual Care
Advocate Good Shepherd Hospital

Rev. Rajan has over 20 years experience in the field of ministry. Prior to joining the staff at Advocate Good Shepherd Hospital, Rev. Rajan served as Executive Director of the Commission for Multicultural Ministries, Evangelical Lutheran Church in America (ELCA). Under his leadership he developed and implemented multicultural ministry strategies for the ELCA. He also worked in hospital ministry at St. Joseph Hospital and Hermann Hospital, both in Houston, Texas.

Rev. Rajan received his Master of Theology and Master of Divinity from Faith Evangelical Lutheran Seminary in Tacoma, Washington. He also has a B.A. in Economics from Annamalai University, Tamil Nadu, India and a M.A. in Economics from Madras University, Tamil Nadu, India.

Todd Krim
Senior Vice President
American Health Connection

In addition to overseeing strategic planning and business development at American Health Connection, Todd serves as an operational expert on topics such as Value-Based Purchasing, HCAHPS and Patient Access. He is a member of the American College of Healthcare Executives and the National Association of Healthcare Access Management. Prior to joining American Health Connection, Todd served as the Senior Vice President for SoftScript, a national medical transcription company.

Todd received his Master of Public Health from The George Washington University Medical Center and his Juris Doctor from The George Washington University Law School.

When Todd is not busy speaking at conferences or meeting with clients he likes to volunteer his time and support worthy charities. AIDS Healthcare Foundation, Children's Miracle Network Hospitals and the Children's Burn Foundation are among the many charities that Todd supports.

Originally from New York, Todd now lives in Los Angeles and is the proud owner of a two-year-old Chihuahua named Mort.

Gregory M Snow, MPM
Healthcare Consultant

Mr. Snow has twenty plus years of health care revenue cycle experience. He served as Vice President, Revenue Cycle for some of the leading health care systems including the Ochsner Health System, St. Vincent Health System, Indianapolis, Indiana, (part of the Ascension Health System) Kaiser Permanente and the Geisinger Health System, in Danville, Pennsylvania.

Greg's scope of experience includes the executive leadership of revenue cycle programs for large health systems, including tertiary/academic organizations such as the Cleveland Clinic Foundation, Duke University Health System, and the Loyola University Practice Plan.

He is a graduate of the Carnegie-Mellon University, the H. John Heinz III School of Public Policy and Management where he holds a Master's in Public Management with a concentration in health care and information technology systems and a B.S. from Elmhurst College.

Greg was a member of the Healthcare Financial Management Association's (HFMA) Patient Friendly Billing Task Force Phase III, and Phase IV.

Amy Herbst
Director of Operations Improvement
Advocate Health Care

Based on her experience in process improvement, change and project management, Amy believes in solving complex system problems using innovation and with multi-disciplinary, blended teams. This approach has resulted in successful change throughout a patient's experience including, improving safety in surgery, enhancing communication and handoffs in critical care, and increasing efficiency and flow in patient access.

During her ten-plus years of healthcare experience, Amy received her black belt in six sigma and a certificate in project management through the Harvard School of Public Health. She holds a bachelor's degree in industrial engineering at the University of Wisconsin - Madison

Conference Registration Form

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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

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

We look forward to seeing you on March 15th!

Café Brauer

2021 North Stockton Dr
 Chicago, IL 60614



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Pull into the circle drive and mention that you are there for the aIPAM conference. Valet parking is complimentary to our guests since it is included with the event. Please feel free to tip the valet if you so desire.

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