

Conference of Cool

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Thursday Sept 25, 2014

aIPAM's Fall Conference will be very groovy...



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- ▶ Meet the inspiring and motivating NAHAM President **Yvonne Chase**. Explore her career journey and what lead her to the most prominent position in Patient Access. Hear her philosophy on leadership in these difficult, changing times and what is needed to be successful into the future. Time for Q and A will be included.
- ▶ Learn about the current and future challenges patients face trying to obtain their **social security disability benefits** (it's a perfect storm and its happening NOW).
- ▶ **Navigate health reform**. Explore its impact on the revenue cycle; examine organizational imperatives to prepare for new regulations; understand the consumer connection; and learn how to create opportunities for sustainable financial change!
- ▶ Are you who you say you are? **Biometrics** and its rise in Patient Access & healthcare across the globe!
- ▶ Access professionals are settling for degrees in health information technology and coding. They certainly could choose to stay with revenue cycle if they had the option to do so. **A college level Access career track** may be just the elixir for filling industry professional demands.
- ▶ Closing the **communication gaps** between patient, physician and caregiver is critical to the direction we are taking in improving our health management. Evaluate how automating our accountabilities can potentially lead to improved health outcomes and exceptional care.

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

Agenda for September 25, 2014

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

- 7:30—8:30 Registration & Check-in / Vendor Fair / Continental Breakfast
- 8:30—8:40 **Welcome & President's Message—Philip Quick**
- 8:40—9:30 **alPAM is honored to present a Fireside Chat with Yvonne Chase, 2014-2015 President NAHAM**
Leadership, service and the “school of hard knocks” will be part of the discussion. Hear Yvonne share her vision for NAHAM and take time for questions.
- 9:30—10:20 **The Future of Patient Identification is Here Today**
Carl Bertrams, MBA, HT Systems / PatientSecure[®], Partner / SVP of Sales & Marketing
Carl will give a brief overview of biometrics and some background on the various modalities most often used today for positive patient identification in healthcare settings. He will focus on best practices and actual hospital experiences covering both the technology and human factors such as implementation, training, education and marketing.
- 10:20—10:50 Break and Meet the Exhibitors
- 10:50—11:40 **Understand the Basics of Social Security Disability & The Impacts on Patients and Providers**
Jonathan Smelley, AVP Social Security Disability, Cardon Health
When it comes to your revenue cycles, does your eligibility vendor know the importance of having a strong disability program? Looking at the big picture and the whole hospital population is critical to providing additional and future revenue to the provider's bottom line.
- 11:40—12:00 **Updates**
Yvonne Chase and **Phillip Quick** on Certification, Special Projects, KPIs and FTE Calculator.
- 12:00—1:00 Lunch / Exhibit
- 1:00—2:00 **Preparing for Health Reform—Improving Business Processes to Effectively Collect in a Consumer World**
Suzanne Lestina, FHFMA, CPC, Vice President of Revenue Cycle Innovation, AvadyneHealth
The complex issues of health reform are forcing healthcare systems to reduce costs while improving workflows and the patient experience. As payments continue to decline, hospitals should take a renewed interest in improving their self-pay processes, including developing comprehensive up front patient communications. With sound strategic planning, healthcare financial managers can improve financial outcomes while creating a positive patient experience.
- 2:00—2:45 **Moving our Career and Passion to New Heights**
Nicole Fountain, CRCE-I, CHAM, Revenue Cycle Director, OSF Saint Anthony Medical Center
Creating a continuing education program or a 2-year degree program focusing more on Revenue Cycle and Patient Access is exactly what the industry is calling for! Professional Access staff education at the college level could be the catalyst to for choosing healthcare as a lifelong career. Hear how the vision and passion of a hospital Access director is developing this pathway with college leadership right in our backyard! What works, what doesn't? It is possible to bring another choice for a challenging career track to the table.
- 2:45—3:30 **Genesis of a Patient Engagement Solution**
Tom Riley, Entrepreneur
Local entrepreneur, Tom Riley, reveals how his experience as the primary care giver for a loved one with a serious medical condition led to the creation of a comprehensive patient engagement solution. After trying, and often failing to bridge the communication gaps between patient and doctor and watching the unnecessary pain caused to a patient who doesn't understand their medication instructions he embarked down a path that could stop symptoms from going unresolved for months and prevent complications. Learn how he discovered that with this new approach, the communication gap is entirely manageable and the patient can easily communicate their symptoms to clinical teams.
- 3:30—4:30 Last Chance to enjoy Cool exhibitors and their Cool products / Conference Reception / Raffle (You must be present to win!) / And by all means NETWORK WITH YOUR PEERS!
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Information About our Speakers

Yvonne A. Chase, Section Head for Patient Access & Business Services at Mayo Clinic Arizona and Florida

Yvonne has over 35 years experience in the Patient Access arena holding multiple positions within the Revenue Cycle. She has a MBA in Management from Western International University and is Certified Healthcare Access Manager. Yvonne has been the Southwest delegate for NAHAM, Special Projects Chair, Vice President and currently serves as **NAHAM President**. As an active member of HFMA, she has been a speaker at several conferences including ANI, CAHAM, HFMA and NAHAM. Yvonne has a passion for access management and looking for ways to make our daily processes the best they can be.

Carl Bertrams, MBA, HT Systems / PatientSecure®

Partner / SVP of Sales & Marketing

Carl is a principal partner at HT Systems, with responsibility for Sales, Marketing and Strategic Partnerships. Prior to joining HT Systems, Carl held similar roles over the last 25 years at Precyse Solutions, 3M, Info-X, and Omega Systems. He got his start in healthcare in 1989, pioneering the electronic billing of the UB82 claim form for hospitals.

Most recently, Carl has helped guide HT Systems and the **PatientSecure®** technology to record growth, including adoption by more than 250 hospitals and over 1,500 affiliated clinics and physician practices across the United States and the Middle East.

Carl is a frequent speaker at AAHAM, NAHAM & HFMA events on the subject of biometrics and its growing use in healthcare patient identification.

Jonathan Smelley, AVP Social Security Disability, Cardon Health

Jonathan has practiced Social Security disability for over 13 years and is nationally recognized by the Social Security Administration as a qualified disability representative. The National Association of Disability Representatives has awarded Jonathan its highest honor as an Accredited Disability Representative. He has represented thousands of hospital patients in front of Social Security's Administrative law Judges, converting millions of dollars in unfunded hospital debt through SSI Medicaid and SSDI Medicare. Jonathan has worked with several hospital administrators across the country on creating programs to lower hospital AR days and to provide future additional revenue to providers.

Suzanne Lestina, FHFMA, CPC, Vice President of Revenue Cycle Innovation, AvadyneHealth

In this role, Suzanne executes strategies that lead the industry in next-generation revenue cycle concepts. By leveraging innovative tools and technology Suzanne helps her customers implement changes 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). She holds a bachelor's degree in organizational management from Concordia College.

Suzanne 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 organizations.

Nicole Fountain, Director of Revenue Cycle at OSF Saint Anthony Medical Center, Rockford, Illinois

Nicole first began her career in healthcare as a registrar at OSF Saint Anthony Medical Center in 2004. She is a member of NAHAM and AAHAM, and holds both the CHAM and CRCE-I certifications. Nicole's professional goal is to increase awareness and esteem for Revenue Cycle professionals. She hopes to see a day when Patient Access is viewed as not just a job, but a viable career path for educated professionals.

Tom Riley, Entrepreneur, Founder of TapCloud LLC

Tom has spent 25 years working at the intersection of healthcare and technology. Beginning as a summer-intern, he rose to the position of Corporate Vice President responsible for e-business and Health Information Technology strategy for the 4th largest health plan in the United States.

Prior to founding TapCloud LLC, Tom led numerous initiatives to improve customer experience, design and deploy web and Mobile Health applications, and create a variety of Payer-Provider partnerships. Tom served as a board member of Availity for several years after leading the effort to merge a subsidiary he managed with Availity.

After Tom's Mom was diagnosed with Ovarian Cancer in 2007, he began a new role as a patient advocate and care coordinator. During the years he spent immersed in the day-to-day details of caring for an at-risk patient, he came to understand the healthcare system from a very different perspective, and that experience led to the founding of TapCloud LLC in May, 2013.

Tom lives in Glenview, Illinois with his wife of 23 years and three teen-aged children.

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 \$ _____

Street _____ City/State/Zip _____

Fall Conference Fee = \$135. Attendees will earn 5 CEU.

Name	Title	email
I am a member of: <input type="checkbox"/> HFMA <input type="checkbox"/> NAHAM		
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Please complete this form and mail it with your check—payable to aIPAM—to:
aIPAM, PO Box 582, Lemont, IL 60439. Or better yet... register online at aipam.net

Interested in speaking?

Contact: **Katherine Murphy**

katherine.murphy@passporthealth.com

630-812-2559

Interested in exhibiting?

Contact: **Lee Remen** or **Rozanne Hickok**

lremen@tapcloud.com

847-767-8581

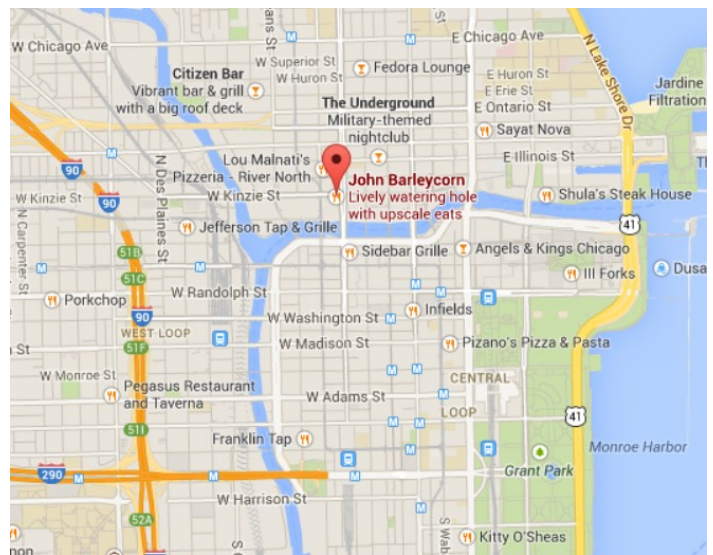
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John Barleycorn

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We look forward to seeing you on September 25th!