

association of Illinois Patient Access Management
Presents



Patient Access / Pay To Play

Thursday, October 1, 2009—Dave & Busters, Chicago, IL
7:30 to 4:30. Co-sponsored by



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

PLATINUM SPONSORS



**THANK YOU
TO ALL OUR
FANTASTIC
SPONSORS**

GOLD SPONSORS



SILVER SPONSORS



Agenda for October 1, 2009

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—9:45 **Keys to Effective Leadership in a Diverse Workforce . Brian Shannon**, President, EJB Group
Being an effective leader in healthcare today requires balancing a number of significant challenges when motivating staff to perform at high levels. Addressing generational differences, various personality types, and meaningful goal setting is critical to your success. Utilizing effective time management skills, positive morale influencers, and proven customer service principles is also essential to keeping your well oiled machine running smoothly. Your efforts to keep everyone engaged at high levels of performance, however, must begin with the fundamental understanding that no two people are motivated by the same approach. Using humor and audience participation, this presentation helps leaders in healthcare stay on the cutting edge when it comes to improving staff loyalty, productivity, and customer service.
- 9:45—10:00 Games & Awards
- 10:00—10:20 Break & Vendor Exhibit
- 10:20—11:00 **Red Flags - What Now? Ric Perez**, Major Account Executive, TansUnion Healthcare.
Ric will review the key requirements of the Red Flag regulation and critical issues associated with identity theft. Best practices and specific healthcare discrepancies at hospital facilities will be discussed. Participants will obtain additional information and insight to help assess and refine their current Red Flag policies to ensure compliance and protect their patients.
- 11:00—11:45 **Healthcare Best Practices, Joe Szczepaniak**, Healthcare Sales Manager, Q-MATIC Corp.
At many healthcare facilities patient wait-times can exceed goals, compliance with HIPAA privacy requirements is a struggle and Patient Access professionals experience low morale which affects their on-the-job performance. To address these challenges some healthcare professionals have tailored best practices from public sector offices, retail, and education settings. These adapted systems often achieve greater throughput, increase patient and staff satisfaction, and provide management with valuable data which builds better, more efficient organizations.
- At the end of this session the attendee will learn how hospitals and outpatient centers;
1. create efficiencies within complex business processes;
 2. deliver a consistently higher standard of service using a Patient Flow Management solution;
 3. use reliable, sophisticated reporting tools to make real-time decisions managing staff and patients.
- 11:45—1:15 Lunch & Vendor Exhibit
- 1:15—2:15 **Pre Services Collections. Bernardette Lopez**, Director of Pre Services, Memorial Healthcare System.
Quickly identifying an average expected charge and providing customers with a more accurate estimate of their portion due. Innovation in processes during challenging times. Working from home – how it succeeds in the Patient Access arena. Lean how a Florida hospital manages their Pre Access program and the successes they achieve.
- 2:15—3:15 **The Passion of Leadership. Henry S. Givray**, Chairman & CEO SmithBucklin Corporation.
Givray believes that leadership is the uniquely consistent and defining force behind great, enduring organizations. His engaging presentation, “The Passion of Leadership,” is designed to help others identify opportunities to grow as leaders, while also building their commitment to continuous learning in this area. During the session, Givray offers a working framework that provides clarity and context around effective leadership, as well as practical ideas and principles for everyday use.
- 3:15—4:30 Last chance with exhibitors / Raffle (you must be present to win) / Happy Hour / Networking
-

Information About our Speakers

Brian Shannon, President
EJB Group

Brian Shannon is a professional speaker, writer and trainer. He is President of the EJB Group, an international company specializing in healthcare sales, leadership and productivity. He has worked with hundreds of healthcare providers over the years sharing ideas and information on opportunities related to the entire revenue cycle.



Mr. Shannon is also currently partnered with a variety of best of breed companies who provide services to hospitals – including The Kramer Group, CSI Financial and SMT Leasing.

Brian resides in Charlotte, NC with his wife and two children. If you would like to learn more about him, please visit his website at www.brianshannon.net.

Ric Perez, Major Account Executive
TransUnion, Healthcare Division

With his 11 years of experience working with the healthcare industry, Ric focuses his day-to-day efforts on helping hospital financial departments and patient access groups find effective revenue cycle solutions to improve registration, financial counseling, and collection efforts. He is a graduate of Northwestern University and has an MBA from Kellogg Graduate School of Business.



Joe Szczepaniak, Healthcare Sales
Manager, Q-MATIC Corporation

Joe has over 20 years of experience consulting and working with healthcare and retail institutions in providing a higher level of service to patients and customers through the use of technology. He has worked at many leading technology companies including SMS, Pyxis (Cardinal Health), JDA Software, Footfall, and StorePerform technologies.



Bernardette Lopez, Director of Pre
Services, Memorial Healthcare System

Bernardette has worked for Memorial Healthcare for 23 years. She is currently responsible for Centralized Scheduling and Advance Registration.



Over the years she has managed OP Business Operations, OP Registration, and Financial Eligibility for Primary Care Centers. She loves her job and looks forward to the daily challenges of her position.

Bernardette enjoys family time, traveling and reading. She is married to her lifelong sweetheart and has a houseful of kids.

Henry S. Givray, Chairman & CEO
SmithBucklin Corporation

SmithBucklin is the world's largest association management and professional services company providing full-service management and related staff resources to more than 320 trade and professional associations, government institutes and corporations.



Henry previously worked for SmithBucklin between 1983 and 1996, having served as chief staff executive for a variety of client associations in addition to other corporate executive responsibilities. Since Henry's return to SmithBucklin as its CEO in August 2002, the company has grown more than 72% and has shattered every performance record from the previous 59 years in areas that include client retention, new client acquisition, employee satisfaction, financial performance and growth.

Henry is a dedicated student of leadership, committed to speaking and writing on the topic as a way to teach and give back. He has authored two articles for *BusinessWeek*, "Leadership Lessons from Mom" and "When CEOs Aren't Leaders" published in 2006 and 2007, respectively. His timely commentary "We Need Real Leaders – Not Just Lofty Titles" was published in *Crain's Chicago Business* on March 23, 2009.

Henry is one of twenty-five leaders featured in the 2007 book *Apples are Square – Thinking Differently About Leadership*, by Susan Smith Kuczumarski and Thomas D. Kuczumarski, in which the authors reveal the results of their five-year search for characteristics of the ideal 21st century leader.

Hi, this is Jennifer Lopez.
I'm saving this place for
my friend Bernie. She
should be back soon!

Henry holds an
MBA from the
University of
Chicago and a
B.S. and M.E. in
operations
research from
Cornell University.

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 \$ _____

Street _____ City/State/Zip _____

No price increase since our first conference in 2005! Come on out and stay connected to your peers!

Name	Title	email
aPAM/HFMA: <input type="checkbox"/> Member \$125 <input type="checkbox"/> Non-Member \$145		
Name	Title	email
aPAM/HFMA: <input type="checkbox"/> Member \$125 <input type="checkbox"/> Non-Member \$145		
Name	Title	email
aPAM/HFMA: <input type="checkbox"/> Member \$125 <input type="checkbox"/> Non-Member \$145		
Name	Title	email
aPAM/HFMA: <input type="checkbox"/> Member \$125 <input type="checkbox"/> Non-Member \$145		
Name	Title	email
aPAM/HFMA: <input type="checkbox"/> Member FREE <input type="checkbox"/> Non-Member FREE		

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

aPAM
PO Box 582
Lemont, IL 60439

Interested in speaking?
 Contact:
Katherine Murphy
katherine@nebo.com
 630-916-8818 x234

Interested in sponsorship? Exhibiting?
 Only \$350 for a conference exhibit table!
 Contact: **Lee Remen**
lremen@healthwaresystems.com
 847-649-5116

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

We look forward to seeing you on October 1st!

Directions to Dave & Busters

1030 North Clark St, Chicago, IL
 312-943-5151

Directions: Located on the western edge of Chicago's Gold Coast, D&B on Clark St at the corner of Oak St.

From the 90/94 take the Ohio exit east to LaSalle Drive. Turn left on LaSalle. Pass Chicago Ave and turn right on Oak St then left on Clark.

Valet parking is available.

Discounted parking is available at local lots for \$7 up to 10 hours.

