association of Illinois Patient Access Management
Presents

aIPAM
Lighting the Way

WEIGHING IN ON
PATIENT ACCESS

Thursday, September 29, 2011 at

Co-sponsored by

hfma first illinois chapter
healthcare financial management association

EAGLEWOOD RESORT & SPA

aIPAM's Fall Conference & Vendor Fair will show you how to shed those unnecessary procedures and streamline your work life.

- Take control, set, goals, and achieve them. An incredible tale of endurance.
- Learn key drivers to engage your associates, develop tactics, and boost morale!
- Be inspired by success stories about people, process, technology and best practices created by standardization of the elusive KPI of registration accuracy.
- Examine key business imperatives to prevent revenue cycle losses, redesign opportunities and listen to feedback from your peers.
- Explore real life Patient Access organizational and cultural changes as well as technology deployment to centralize and standardization enterprise improvements at a six-hospital system.

Earn 5.0 Education Contact Hours!!!

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

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Agenda for September 29, 2011

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

7:30—8:45   Registration and Check-in / Vendor Exhibit / Continental Breakfast.

8:45—9:00   Welcome, Access Updates & Introductions

9:00—9:50   **Associate Engagement—Why It Matters!**
Phillip Quick, CHAM, **Manager of Patient Access Services, Advocate Illinois Masonic**
In the complex and changing world of Patient Access high performing leaders define and prioritize engagement, identify key drivers of engagement and develop tactics to sustain high associate engagement. Engagement goes beyond building morale and motivating people within the workplace. Many associates make a conscious decision on just how much effort they are willing to put forth. An "engaged associate" is someone that is fully involved in and is enthusiastic about their work. These associates also feel a strong connection to the organization and their leader.

9:50—10:40   **The "Biggest Loser" of All Time—An Inspirational Story**
Starting from a weight of 526 pounds, **Michael Ventrella** shed an incredible 34 pounds in the first week of his amazing weight loss journey. Michael's astounding tale starts with his initial decision to take control of his life, weaves through the intense work he endured to achieve his dreams and becomes an inspirational story to anyone looking to set life goals and achieve them.

10:40—11:00   Break & Networking

11:00—11:50   **Patient Access—The Revenue Cycle's Sentry**
Paul Shorrosh, CHAM, CEO, AccuReg Software
Can a Patient Access Department go from Zero to Hero? Can it move from "data entry" to "SENTRY"? Find out how people, processes and technology can become a positive force for your revenue cycle. Learn how the elusive KPI of registration accuracy can be standardized and reliably used to move the more commonly tracked KPI's like clean claim rate, denials rate, AR days, and cost to collect. Take practical ideas, best-practices and inspiration from success stories back home to your Patient Access Department to help them take charge of streamlining the revenue cycle.

11:50—1:00   Lunch / Vendor Exhibit / Awards

1:00—2:15   **Revenue Cycle Health Check-Up: Quality Assurance at its Finest**
John Woerly, RHIA, CHAM, Senior Manager, Accenture Health Administration
This session will serve as an introduction to Key Business Imperatives and Performance Measures for the Revenue Cycle (front-end and back-end operations), as well as process improvement strategies to ensure operational success. The strategic outcome is to enable participants to develop a seamless, sustainable operation that blends all components of the Revenue Cycle (Patient Access, Health Information Management, Denial Management, Care Management and Patient Financial Services) with a focus on Patient Access.

2:15—3:00   **Front End Centralization: The Integration of Standardized Process and Technology for Optimal Outcomes. Eleanor Michalek, System Director Patient Access, Provena Health**
Hear how one six-hospital health system centralized its physician order management, insurance verification, payor authorization, medical necessity and prior balance review integrating multiple geographically dispersed hospitals and medical centers. Efforts included not only centralization, but implementation of standardized process and technology deployment throughout the system resulting in expense reduction and denial improvement. Topics will include organizational and cultural change (leadership, management, employee engagement, etc.)

3:00—3:30   **Patient Access Hot Topics**
Two critical hot industry topics with be explored in groups and feedback provided.

3:30—4:30   Last chance with exhibitors / Raffle (you must be present to win) / Happy Hour / Networking

Information About our Speakers

Philip Quick, CHAM, Manager of Patient Access Services and Bed Management, Advocate Illinois Masonic Medical Center
Philip has dedicated himself to Patient Access Management with over 12 years of progressive management experience. Philip's expertise includes revenue cycle management, patient throughput and associate engagement. He holds a BA in Health Sector Management and is currently pursuing a Master of Science in Public Policy and Leadership Studies at DePaul University. He holds professional memberships in aIPAM and the National Association Healthcare Access Management (NAHAM).

Michael Ventrella, winner of Season 9 of the NBC reality competition series "The Biggest Loser," Growing up around his father's band, Michael was inspired by music and became a mobile deejay at the very young age of 11. This exposure to large crowds allowed him to feel comfortable as the center of attention. Starting at a young age, Michael has always struggled with his weight. In recent years he tried everything he could to lose weight, including dangerous over-the-counter and prescription pills, trendy diet plans, expensive nutritionists, starvation and, at his most desperate attempts, forcing himself to be bulimic. Michael's biggest goals are to pursue a career in advertising and public relations, and to eventually meet the love of his life and start a family.

Paul Shorrosh, CHAM, CEO, AccuReg Software
Paul has over 16 years of hands-on revenue cycle management experience, most recently as Business Office and Revenue Cycle Director for Springhill Memorial Hospital in Mobile, Alabama. He holds an MBA in Healthcare Administration and IT from the University of Connecticut and an MSW in Healthcare from the University of Alabama.

Seeing the disconnect between the front and back end of his departments, Paul developed a way to automate the manual QA process to report hundreds of common registration error types back to registrars so they could self-correct prior to billing. Complaints, rework and denials went down significantly and morale went up for both PFS and Patient Access staff, not to mention significantly greater accuracy rates and clean claim rates. Paul is still dedicated to improving and empowering Patient Access across the country.

John Woerly, RHIA, CHAM, Senior Manager in Accenture's Health Administration Practice
John is recognized as a Subject Matter Advisor and the Solutions Development Methodology Champion for Clinical Documentation (Health Information Management) and Patient Information Management (Patient Access).

John has over 25 years of progressive management experience in large, multi-site healthcare providers, including physician group practices, public health, for -profit and university settings. He successfully blends clinical and financial expertise to deliver customer-centric solutions. Revenue Cycle improvements have emphasized collaboration of front-end and back-end operations with attention to clinical documentation and process. His past 10 years have been spent consulting in many of the country's leading healthcare organizations. Prior to that time, he served in multiple capacities within the hospital setting including: Enterprise Director, Patient Access; Director, Telecommunications; Managed Care Administrator; and Assistant Director, Medical Records.

John holds a Masters degree in Health Sciences Administration from Central Michigan University and a dual Bachelors degree in Business Administration and Medical Records Administration from Illinois State University. John also holds the credentials of RHIA (Registered Healthcare Information Administrator) from AHIMA and CHAM (Certified Healthcare Access Manager) from NAHAM. John has served twice on the NAHAM Board of Directors and is presently a member of NAHAM's Special Projects and Membership committees.

Eleanor Michalek, System Director Patient Access, Provena Health
Eleanor oversees a six hospital system at Provena Health in Illinois. She leads standardization and centralization initiatives for the front end revenue cycle. Eleanor has 20 plus years of healthcare revenue cycle experience and has held leadership roles in both Patient Access and Patient Accounting at Northwestern Memorial Hospital, Mercy Medical Center and Provena Health. Eleanor is a member of the First Illinois Chapter of HFMA (previously served on Board of Directors and Chair Revenue Cycle), a member of NAHAM and aIPAM. Her education was completed at the University of Illinois, Chicago and the School of the Art Institute, Chicago.

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

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PO Box 582
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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 Everett**
Kristina.Everett@provena.org
630-914-2437

Conference attendees will earn NAHAM & HFMA CEU credits.

We look forward to seeing you on September 29th!

Directions to Eaglewood Resort & Spa
1401 Nordic Road, Itasca, IL

From the north: take 290 south, merge onto 355, take the first exit, Lake Street and turn right. Take the first right at Swift Road which will turn right & become Nordic Road. Eaglewood is immediately on the left.

From the south: take 355 north, exit at Lake Street, turn left under the overpass. Take the first right at Swift Road which will turn right & become Nordic Road.

From the east: take 290 west, merge onto 355, take the first exit, Lake Street and follow directions from the north.

From the west: take Lake Street (Route 20) and drive east into Itasca. Turn left on Swift Road and follow directions from the north.