

PATIENT ACCESS: MAKE YOUR MOVE

Thursday, October 11, 2012 at



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

aIPAM's Fall Conference & Vendor Fair will put confidence up your sleeve!

- **Hiring in Patient Access:** Are you struggling to identify the right candidates and justify the right pay grade? Find out how to win this war.
- Learn about collaborative and pro-active strategies in healthcare settings who serve an increasingly changing Limited English Proficient population
- Be the best, command the best! What is NAHAM certification? How is it a benefit?
- Unsolved Mysteries....Consumer driven Healthcare and Reform. What may be the effects? Why are we so sick?
- Explore a 6 step methodology for Patient Flow Management
- Hospital reimbursement, bundled payments and the advantage of moving discharge planning to registration in patients' cycle of care
- Lunch program fashion show: Experience the latest trends in Patient Access career apparel!



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


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Agenda for October 11, 2012

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

- 9:00—9:45 Registration & Check in / Visit the sponsors who make aIPAM possible / Continental Breakfast
- 9:45—10:15 Welcome, Access Updates & Vendor Introductions
- 10:15—11:00 **Hiring in Patient Access**
Jared Gelfond, Director of Business Operations, Medix Staffing Solutions
Are you struggling to identify the right talent? Are you wondering why there are more people in the marketplace but it is still taking you a long time (if not longer than before) to identify the right fit? Are you wondering if your HR Department is screening people the right way? Have you ever had the battle with your CFO to say that your pay grade isn't right? Jared Gelfond will give you an insider's look into the complexities of identifying the right talent in 2012. Attendees will take away some strategies to ensure they are "winning the war" on talent.
- 11:00—11:45 **Moving in The Right Direction: A Practical Roadmap For LEP Patient Access, Engagement and Education**
Sandra P. Saldaña, Spanish Health Care Interpreter, Service Excellence, Advocate Lutheran General Hospital, Advocate Lutheran General Children's Hospital
Susan Clarke, Patient Intake Director, Advocate Lutheran General Hospital, Advocate Lutheran General Children's Hospital.
Learn about collaborative and pro-active strategies between the Patient Intake and Interpretive Services areas at Advocate Lutheran General Hospital's and Advocate Lutheran General Children's Hospital as we serve an increasingly changing Limited English Proficient (LEP) population. Find out what ALGH has done to assist a changing health care population be identified, communicate, understand and navigate the often very intimidating and complex processes at a time when they are most vulnerable. Practical and adaptable solutions will be presented; see how a series of small changes can add up to make a big difference!
- 11:45—12:15 **NAHAM Certification: Rich in History, Essential to Our Future**
Elizabeth Reason, Director of Patient Access, McLaren-Bay Region
Do you ever really sit down and think about what you do on a daily basis? From scheduling, to pre-registration, to physician relations, to making sure your facility gets paid, the role of the patient access professional has grown exponentially over the last two decades. For those who have earned their CHAM or CHAA Certification, join me in standing proud of our accomplishments. New to Certification; explore the certification program from its infancy to current state; and beyond.
- 12:15—1:15 Lunch, Fashion Show, Awards, Sponsor Exhibit
- 1:15—2:00 **Unsolved Mysteries: Consumer Driven Health & Healthcare Reform**
Jennifer Lucas, APN, BSN, Advanced Practice Nurse Loyola University Chicago
Katherine Murphy, CHAM, VP Revenue Cycle Consulting, Passport Health Communications, Inc.
Hear details of what this may bring to Providers and the many choices consumers must make in its *quake*. Insurance Exchanges, Quality Scores, Reduction of Benefits and Life Style decisions factor in across this horizon. Why Are We So Sick?
- 2:00—2:30 **Process Flow**
Anna Pappas, Solutions Director, QMatic Corporation
Improve Patient Satisfaction with a proven 6-step methodology for Patient Flow Management. Learn how critical management Information tools and new technologies help hospital's deliver on their objectives. Improve the patient experience and deliver better workflow outcomes across the board.
- 2:30—2:50 Break & Sponsor Exhibit
- 2:50—3:45 **Discharge Planning Starts at Registration**
Lance Mansfield, VP Product Management, Passport Health Communications, Inc.
Today, acute care providers cannot restrict their focus to the confines of the hospital. Post acute care is now determining the hospital's quality score, which affects hospital reimbursement under Value Based Purchasing and Accountable Care Organization payments. Under the Bundled Payments trial, the hospital is also responsible for billing and distributing the post acute care payment. The good news is that hospitals have everything they need at registration to plan the next step of care. This presentation will show how discharge planning can be moved to the registration workflow and will highlight the advantages of making this process change in the revenue cycle.
- 3:45—4:00 Final Announcements
- 4:00—5:00 Raffle (you must be present to win) / Happy Hour / Networking / last chance to mingle with sponsors and savor secret sauces for success!!!
- 5:00... Enjoy Rivers Casino. Make your move!
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Information About our Speakers

Jared Gelfond, Director of Business Operations Medix Staffing Solutions

Prior to his current role, Jared spent three years as the Director of Business Operations at the Medix New Jersey office he opened. worked with over 10 hospitals to provide revenue cycle staffing and was a member of the Patient Access Committee.

Additionally, Jared has worked as a producer for WFAN Radio in New York City, co-authored a book on the history of Illinois basketball, *A Century of Orange and Blue*, and produced and directed a DVD documentary, *Illini Century*. Jared is a 2002 graduate of the University of Illinois at Urbana-Champaign and earned a Masters Degree in Sports Management from the University of Illinois in 2005.

Sandra P. Saldaña, Spanish Health Care Interpreter, Service Excellence, Advocate Lutheran General Hospital, Advocate Lutheran General Children's Hospital

Sandra has dedicated herself for the past 30 years to working with Limited English Proficient (LEP) individuals in both education and health care. As a certified teacher, trainer, interpreter and translator, Sandra has worked in both public and private industries including health care, legal, and manufacturing settings in both the US and Mexico.

Her experience also includes more than 20 years as higher education ESL (English as a Second Language) and Spanish faculty as well as progressive dean and vice president administrative roles with particular focus on selective admission allied health and adult learning programs for underserved populations. She is passionate about bridging the communication gap between families and healthcare providers and feels strongly that providing quality healthcare information and education to LEP patients will ultimately result in better health care outcomes not only for themselves, but for their extended families and community members.

Sandra completed her Bachelor of Arts in Spanish Language and Literature at Northeastern Illinois University (Chicago, IL) as well as post graduate studies at the Cuauhnáhuac Instituto Colectivo de Lengua y Cultura (Cuernavaca, Morelos, México) and Siglo Veintiuno Instituto de Lenguas y Cultura (San José, Costa Rica). She also holds a Master's Degree in Applied Linguistics from the Universidad Autónoma Nacional de México, (UNAM), México.

Susan Clarke, Patient Intake Director, Advocate Lutheran General Hospital, Advocate Lutheran General Children's Hospital.

Susan has worked at Advocate Health and Hospitals since 2001. Susan holds a Bachelor of Science from Western Illinois University and has done post graduate studies at Loyola University.

Elizabeth Reason, CHAM, Director of Patient Access McLaren-Bay Region Health Care?

In her current role, Elizabeth is responsible for inpatient, outpatient and emergency department registration, bed control, central scheduling, pre certification, pre registration

and telecommunications.

In addition to her professional responsibilities, Elizabeth has served as the NAHAM Certification Commission Chair since May 2010 and has been a member of the Certification Commission since 2008. As a member of the Certification Commission Elizabeth participated in CHAM item writing development as well as other projects to promote certification and retain credentialed professionals through the Certification Maintenance program. She has also been an active member of MAHAP, the Michigan NAHAM affiliate, filling the roles of President, Education Chair, and Program Committee member.

Jennifer Lucas, Advanced Practice Nurse Loyola University Chicago

Jennifer is an Advanced Practice Nurse with over 10 years of nursing experience. She pursued her Bachelor of Science in Nursing at Loyola University in Chicago and worked as a Registered Nurse on the Pediatric Unit at Loyola Medical Center. She received her Master's of Science as a Family Nurse Practitioner from Loyola University and has worked as a Nurse Practitioner in primary care. Jennifer currently teaches full-time at Loyola University Chicago in the Community Health Department. Her expertise is in nutrition and promoting health through lifestyle changes. She is President of Healthy Farm, Plate, You, LLC. She is ANCC Family Nurse Practitioner Board Certified and a member of the Illinois Nurses Association.

Katherine Murphy, CHAM, VP Revenue Cycle Consulting Passport Health Communications, Inc.

Katherine has been in Patient Access for over 20 years including Hospital Registration and Revenue Cycle Departments. She is cofounder and first President of the association of aIPAM and served 3 years as the Registration Council Chair for an eight hospital system. She is a member of NAHAM and First Illinois Chapter HFMA. Katherine received her undergraduate degree from Northern Illinois University, DeKalb Illinois and a Graduate Certificate from Benedictine University, Lisle, Illinois.

Anna Pappas, Solutions Director QMatic Corporation

Anna has been in the consulting and technology sector for 25 years having worked at Fortune 50 firms such as Accenture, Ameritech, USRobotics/3Com and HSBC in a variety of roles and industries. In her current role, Anna helps hospitals identify their Patient Flow Management needs from point of entry to service delivery. Her proven methods improve patient satisfaction, reduce patient wait times and relieve staff stress.

Lance Mansfield, VP of Product Management Passport Health Communications, Inc.

Lance leads Passport's product development, technical partnership and corporate acquisition strategies. He has been with the company since 2007. Prior to Passport, he was Chief Technology Officer at Verus, an eHealth startup based in Bellevue, WA. Lance is a graduate of MIT, where he received dual degrees in business and engineering as a Leaders for Global Operations fellow.

Conference Registration Form

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Interested in speaking?

Contact: **Katherine Murphy**

katherine.murphy@passporthealth.com

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Interested in sponsorship?

Contact: **Lee Remen**

lremen@healthwaresystems.com

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

We look forward to seeing you on October 11th!

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