2014 AAHAM ANI

Registration Brochure

October 15-17, 2014
Manchester Grand Hyatt
San Diego, California
Important reasons why you can’t afford to miss AAHAM’s ANI…

- Attend vibrant educational sessions on career focused topics
- Learn real solutions to day-to-day challenges from industry leaders
- Learn new techniques
- Acquire new skills
- Find out about the latest in products and services available to our industry
- Earn continuing education units (CEUs)
- Connect with colleagues and expand your network
- Find out about important topics impacting healthcare
- Affordable and cost effective education
- Fantastic networking opportunities

Sail Into Revenue Cycle Success with AAHAM’s industry-renowned speakers

This year we have three dynamic keynote speakers; Jack Singer, “Developing and Maintaining the Mindset of a Champion”, www.askdrjack.com and Sheryl Roush, “How to Keep a Sparkling Attitude Everyday”, www.sparklepresentations.com. Alexandra Jaffe will also provide a legislative update. In addition to these popular keynotes, we have over 40 speakers on five separate healthcare tracks; Management/Revenue Cycle, Access/Quality Management, Compliance, Leadership/Professional Development and Specialty, all designed with your continuing education in mind. As a special bonus, there will be a special ICD10 round table and an academic medical center revenue cycle leader panel discussion brought to you by experts in the field. The ANI helps you become a more valuable resource to your facility and your colleagues. The ANI equips you with real solutions and new ideas you can put to use immediately.

Who attends?

- Patient Financial Services Personnel
- Revenue Cycle Professionals
- Medical Billing Professionals
- Access Managers
- Coding Professionals
- Chief Financial Officers
- Patient Account Managers
- Business Office Personnel
- Medical Office Managers
- Finance Directors
- Compliance Officers
- Consultants

AAHAM’S ANI offers you an active networking environment

Connect with others and expand your network with ANI events designed to maximize your opportunities for meeting a unique community of professionals who “do what you do.” Enjoy this once a year, unique opportunity to network with colleagues and industry leaders from across the country, to share ideas and learn useful new solutions to your day-to-day challenges. AAHAM social events are an integral part of your learning and networking experience; a catalyst for building relationships in an interactive, fun and informative atmosphere.

New Attitudes start in our Exhibit Hall

AAHAM exhibit hall solutions offer the latest array of products and services from vendors dedicated to the patient financial services profession; the fastest, most efficient way to find new partners, products and services. If it is new or innovative, you will find it in our exhibit hall. Vendor’s include, software, EDI, billing and collection, receivable management, collections, government reimbursement, information systems, office management, recruitment and staffing, training, revenue auditing, office forms and supplies and consulting services.

To provide education, certification, networking, and advocacy for healthcare revenue cycle professionals.

The American Association of Healthcare Administrative Management (AAHAM) is a national professional association of thirty-two chapters and over 3000 healthcare patient financial services professionals from hospitals, clinics, billing offices, allied vendors, physicians and multi-physician groups. AAHAM members direct the activities of the thousands of people who are employed in the healthcare industry.

AAHAM is the preeminent professional organization for revenue cycle professionals and is known for its prestigious certification and educational programs. Advancing the professional development of its members is one of the primary goals of the association. AAHAM actively represents the interests of its members through a comprehensive program of legislative and regulatory monitoring and participation in industry groups such as WEDI, X12, DISA, and NUBC.
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Schedule at a Glance

Tuesday, October 14
6:00pm – 8:00pm Registration

Wednesday, October 15
7:30am – 5:30pm Registration
8:00am – 11:45am Board Meeting
9:00am – 11:00am Certification Coaching Session
12:00pm – 1:00pm CRCE Luncheon and Awards Presentation
1:15pm – 4:15pm Opening Keynote Session & Awards Ceremony
5:00pm – 6:00pm First Timers & New Member Reception with the Board
6:00pm – 7:00pm Welcome Reception

Thursday, October 16
7:30am – 4:30pm Registration
8:00am – 9:00am Continental Breakfast
9:15am – 10:45am Keynote Session
10:45am – 11:00am Break
11:00am – 12:30pm Concurrent Sessions
12:30pm – 2:00pm Buffet Luncheon
2:00pm – 3:00pm Concurrent Sessions
3:15pm – 4:15pm Concurrent Sessions
6:00pm – 7:00pm President’s Reception
7:00pm – 11:00pm Annual Awards Banquet

Friday, October 17
7:30am – 12:00pm Registration
8:00am – 9:00am Continental Breakfast
9:15am – 10:15am Concurrent Sessions
10:30am – 11:30am Concurrent Sessions
12:00pm – 1:30pm Buffet Luncheon & Exhibitor Drawings
1:30pm – 2:30pm Panel Discussion
3:00pm – 4:00 pm Closing Session & Cash Raffle Drawings
4:00pm Conference Adjourns
Jack Singer

Jack Singer, PhD, is a practicing Clinical/Sport psychologist and a Professional Speaker, who has spoken for and consulted with hundreds of medical centers, private practices, and healthcare associations across the U.S. and Canada.

Dr. Jack has been a practicing Sport Psychologist for more than thirty years and takes the same skills he has taught to hundreds of elite athletes to develop the mindset of champions and will teach them to our AAHAM attendees.

Dr. Singer is a frequent guest on MSNBC, FOX SPORTS NET, and other radio talk shows about his unique stress mastery techniques. Jack is also the author of four books, including “Dynamic Health,” along with Dr. Bernie Siegel and has published more than 170 professional articles, in medical, healthcare and business periodicals.

Because Dr. Jack knows that fun and entertainment are the pivotal ways to rivet attendee attention and retention, he always has his audiences roaring with laughter, while they absorb his proven prescriptions for shattering their self-limiting beliefs and unleashing their true potential. Dr. Jack’s never-ending passion is to show AAHAM the precise secrets for adding life to their years and years to their lives, both on and off their jobs.

So, buckle your seatbelts and get ready for an exciting ride as Dr. Jack Singer shows you “How to Develop the Mindset of a Champion.” For more information, please visit www.askdrjack.com

Sheryl Roush

Sheryl Roush is a native San Diegan with thirty-five years of helping people to get to the heart of communicating, rekindling the spirit and bringing positive change. She is the CEO of Sparkle Presentations, Inc. She has been awarded numerous speaking awards for enhancing global communication and leadership from Toastmasters International, National Speakers Association Greater Los Angeles Area Chapter and the San Diego Chapter. Twice crowned as “Ms. Heart of San Diego” for contributions to battered and homeless women and children in her community, Sheryl authored the Heart Book Series of inspirational books filled with original short stories, poems and quotations. She was also crowned “Queen of Hope” by The Crowns for Cure (breast cancer research).

Her books include: Solid Gold Newsletter Design; Sparkle-Tudes!; Heart of a Woman; and Heart of a Woman in Business, Heart of a Mother and Heart of a Military Woman.

Some of her clients include: 7-Up, Abbott Labs, Alliance of the American Dental Association (AADA), American Academy of Family Physicians (AAFP), Arizona Health Care Association (AZHCA), Arthur Ashe Wellness Center at UCLA, Association of Family Medicine Administrators (AFMA), Association of Records Management (ARMA), Healthcare Financial Management Association (HFMA), International Association of Administrative Professionals (IAPP), Kaiser Permanente Physician Recruiters, National Association of Professional Geriatric Care Managers, Oklahoma Department of Mental Health and Substance Abuse Services, Project Management Institute (PMI), Red Rock Behavioral Health Services, San Diego Zoo, Scripps Health Foundation, Sharp Healthcare, Social Security Administration, Southwest Airlines, The Chopra Center, UCSD Healthcare & Medical Center, U.S. Census Bureau, Victor Valley Medical Group.

For more information, please visit SparklePresentations.com

Alexandra Jaffe

Alexandra Jaffe is a staff reporter at The Hill newspaper. She covers House, Senate and the presidential campaigns for The Hill newspaper in Washington, D.C. Born and raised in Chicago, she moved to Washington to pursue her love of politics and journalism. Her work has appeared in Roll Call, the Houston Chronicle, The Atlantic, National Journal and other publications. She is a frequent Fox News commentator and has appeared on the Bill Press Show, Sirius XM’s Press Pool, and various local Fox affiliates.
DeVerl Austin
Mr. Austin is a Senior Consultant with Franklin-Covey Co., Speed of Trust Practice
He has worked successfully in national and international markets. He was Director of the Stephen R. Covey and Associates Masters of Executive Excellence program that featured renowned speakers and was a top-ranked sales executive and sales team leader for many years and also performed as a senior consultant coaching and training numerous executives representing Fortune 500 companies. Through his experiences, he knows first-hand what it takes for businesses to transform themselves to achieve excellent results.

Dave Amann, MBA, CPA
Mr. Amann is Assistant Director for Banking Services at the Johns Hopkins Health System Treasury Management Services group. His duties include the administration of several banking platforms, maintenance of the relationship with a credit card merchant bank, supervision of staff engaged in processing and recording transactions, and liaison with General Accounting and IT. The most satisfying part of his position is the ability to influence the architecture of payment flows and accompanying reporting for a variety of different JHHS companies. He has been an employee of the Johns Hopkins Health System for almost twenty years rising from the position of staff accountant. Earlier career experience includes public accounting and financial services sales. He earned his MBA from Loyola University in Maryland.

Virginia Berney, CRCE-I, P
Ms. Berney has been Program Head for Medical and Coding and an Instructor at Anthem College in Minnesota. Her career has also included running both operations and the billing office for an urgent care facility and was employed by Allina Clinics as Coding Educator Analyst at their Minneapolis location. Virginia has been a member of AAHAM since 1989 and has held the position of Gopher chapter board member, Vice President, Certification Chair, and Editor for the Gopher Tracks. She has served as National Recertification Chair.

Christian Borchert
Mr. Borchert is Patient Accounts Director at Oneida Healthcare Center. He has over fifteen years of experience collaborating with and providing consulting services to healthcare clients primarily in New York State. He has experience performing revenue cycle consulting services to hospitals, nursing homes and physician groups as well as selling revenue cycle technology. While addressing the day-to-day operations of the back-end of the revenue cycle for hospitals, clinics and nursing homes, he is also co-chairing the hospital’s ICD-10 implementation initiative and supports other committees with hospital administration. He participates in several healthcare forums and is an active participant in the Mid York chapter of AAHAM and the Central New York Chapter of HFMA.

Don Borchert
Don is a Manager with PwC and has over fifteen years of healthcare experience in the Revenue Cycle. He has performed operational assessments for many large health systems as well as cash recovery programs. Don has been part of a team involving the full business process redesign of the Revenue Cycle flow for a multi-hospital health system. He has managed hospital staff during many different projects and has worked with computer vendors with the enhancement of system processes and procedures. He has also been interim senior management for large health systems.

Lorrie Borchert, MA, CRCE-I, CRCS, CPC
Ms. Borchert is President of Best Practice Training Institute. She has over twenty years of experience in various revenue cycle roles. As an ICD-10 certified coder and biller, she has played a valuable role in such areas as managing billing operations and interim management for healthcare facilities and physician practices. As a reimbursement analyst and coding auditor, she has been involved with both commercial audits and Veterans Administration third party contract reviews and rate verifications for the National Payer Relations Office. Lorrie is the Subject Matter Expert for the Department of Defense Uniform Business Office and conducts regular education and training sessions on revenue cycle issues for the Military Health Service. She has also assisted numerous healthcare institutions and physician practices with their educational and training components. She is a recognized speaker for many healthcare organizations.

Rob Borchert, MBA, CRCE-I, FHFM
Mr. Borchert is President of Best Practice Associates. He has thirty-five years of revenue cycle experience in the healthcare industry. He has performed full operational assessments, information system evaluations, implementation of information systems and many other value-added projects. He has assisted clients negotiate third party payer contracts and has also implemented the operational activities to optimize the contract requirements. Rob is currently the Subject Matter Expert to the Department of Defense Uniform Business Office for revenue cycle enhancements within the three Armed Services. He is also Subject Matter Expert for the Veterans Administration Program Management Office regarding third party payor contract language and rate verification based on required legislation. Rob is a recognized speaker and has published numerous articles in the AAHAM national journal and other healthcare publications.

Tim Borchert, MBA, PMP, CRCS-I
Mr. Borchert is Deputy Director and Practice Leader for Altarum Institute, a non-profit government contractor. He leads this practice involving the Uniform Business Office (UBO) for the Department of Defense as well as the Central Patient Accounting Centers (CPACs) for the Veterans Administration. He has assisted and led billing projects involving policy and procedures for the Armed Services (Army, Navy, and Air Force). He has provided input into the collections practices for the UBO to improve their cash flow. For the Veterans Administration, he has led numerous projects involving collections forecasting, A/R recovery projects, and the development of policies and procedures for their CPACs nationally. Tim has assisted with the implementation of kiosks in various Medical Centers and has also been part of the team for managed care contracting.

Rudy Braccili Jr., MBA, CRCE-I
Mr. Braccili is Executive Director, Revenue Cycle Services Boca Raton Regional Hospital where he is responsible for the Patient Access, Patient Financial Services, Revenue Integrity and Health Information Management operations of this 400 bed acute care regional hospital. Prior, Rudy was the leader of Tenet Healthcare’s National Medicare & Medicaid Centers serving Tenet’s hospital facilities. Rudy led the successful business office centralization implementation at the North Broward Hospital District in Fort Lauderdale, Florida, where he served in various leadership roles. Rudy is a past President of AAHAM’s South Florida chapter and has won several AAHAM & HFMA awards. He earned his MBA in Health Administration from the University of Miami, and his undergraduate degree from Villanova University.
General Session Speakers

Lana Cabral, RN, BSN, MSM, CMAC
Ms. Cabral is Senior Director, Case Management Clinical Revenue Cycle Services Division at Conifer Health Solutions. She brings more than twenty-five years of leadership experience in healthcare administration and consulting. An accomplished healthcare leader, her expertise includes utilization and case management, clinical transformation, program and outcomes management. Ms. Cabral has redesigned and implemented utilization and case management programs to support the efficient achievement of fiscal, clinical and quality goals. Her large-scale health system and payer initiatives include managing clinical projects, information system build outs and operations, and data-driven performance improvement activities. Ms. Cabral earned a bachelor’s degree in nursing from Thomas Jefferson University and a master’s degree in healthcare administration from Wilmington University. She is Case Management Administrator Certified (CMAC) by The Center for Case Management, Inc. and has been a frequent speaker at local, state, and national professional and educational organizations.

Roberta Collins, CRCS-P, CRCP-P, CPC, CHCA
Ms. Collins is CEO of Advantage Billing Concepts and has over thirty years in the healthcare field. Roberta is a past AAHAM National Government Relations and past President of the AAHAM Gopher chapter as well as holding other positions in the organization. She is an instructor in the Coding Program at Hibbing Community College.

Doug C Dewberry
Mr. Dewberry is Director of Business Development of Trubridge. Prior to joining Trubridge, Doug was a past CEO of a 218 bed facility in Alabama. He also served as the CFO at that same facility prior to being named the CEO. Previously, he served as Business Office Director at two other facilities.

Doris Dickey, CRCE-I
Ms. Dickey is PFS Manager at Rochelle Community Hospital. Her responsibilities include patient access, billing, collections, charge master and managed care contracting. She is also the Communications Team Leader at the hospital, leading the organization in following the standards of behavior and developing excellent communication skills. She has worked in healthcare for over thirty-five years and has been an active member of the AAHAM Illinois chapter for over thirty years and currently serves as National CRCS Chair and Chair of the Illinois chapter. Doris is a lifetime member of the AAHAM Illinois chapter and has been the recipient of the Charles Garvin Award locally and the Bill Spare Award nationally.

Tamora Ellis, CRCE-P
Tamora is Vice President of Client Relations at Advantage Billing Concepts and has over twenty-five years in the healthcare field. She currently serves as the chair of the AAHAM Gopher chapter as well as holding other positions in the local organization. She is Co-Chair of the Minnesota AUC Claims DD Tag group helping make decisions that affect us in our day to day workforce.

Joe Galdi
Joe is Informatics Director at Thomas Jefferson Hospital. He is responsible for the support of all systems related to Patient Access, HIM, CDIS, and Business Services. Previously, he was a Revenue Cycle System Consultant in the Philadelphia and New York metropolitan markets.

Steven M. Gross
Mr. Gross is CEO, Richmond Shared Services Center at Parallon Business Solutions. Previously, he served as the Division Business Office Director for HCA’s Central Atlantic Division. Steven holds a BS degree from Virginia Commonwealth University.

Katie Harwood, CHAM
Ms. Harwood is Manager of Patient Financial Services at the University of Utah healthcare. Katie’s current experience is in Financial Counseling and Authorization. She is the Treasurer of the AAHAM Mountain West chapter and is CHAM certified through the National Association of Healthcare Access Management.

Steven F. Honeywell, MBA, CRCE-I, P
Steven Honeywell is Senior Director of Patient Accounting for Professional Fee Billing at the University of Pennsylvania Health System (Penn Medicine). He has over twenty-eight years experience in the physician billing arena, the majority of which has been in an executive level position at Penn Medicine responsible for running the Centralized Physician Billing Office that services over 1,500 physicians. Steven is on the Board of Directors for AAHAM’s Philadelphia chapter and is an active member of the Advisory Group for the Faculty Practice Solutions Center, PNC Healthcare Advisory Board and a leader of the Academic Practice Plan Associate Directors organization. He is a nationally recognized speaker for these organizations. He obtained his undergraduate degree from Rutgers University and his MBA from LaSalle University.

Byron C. Johnson, MAOL, CHC, RHIA, CIRCC
Mr. Johnson is a Director with Kohler Healthcare Consulting and has over sixteen years of experience in healthcare. He has led a wide range of projects involving healthcare regulatory compliance, revenue cycle, revenue integrity, litigation support, chargemaster, coding, billing, auditing, program integrity contractors, and the development and application of customized data analytic and mining services for integrated healthcare systems, hospitals, physician practices, and other entities on the local, regional and national levels.

Previously, Mr. Johnson served as a Manager with Huron Healthcare as a cross-functional member of their Regulatory Risk & Compliance and the Non-Labor Operations Healthcare Turn-Around Practices. He has served as an independent owner/operator of Kettner Moore Inc. consulting practice where he provided critical support for hospital, physician, and healthcare clientele focused on compliance and reimbursement operations functions that successfully bridged clinical departments and revenue cycle initiatives.

Mr. Johnson holds a Master’s Degree in Organizational Leadership and a Graduate Certificate in Servant Leadership, a Graduate Certificate in Healthcare Compliance and Bachelor’s Degree in Health Information Management.

Chris Johnson, FHFMA
Mr. Johnson is Vice President of Revenue Cycle Management-Regional Facilities at Carolinas Healthcare System where he is responsible for oversight of the revenue cycle operations of regional healthcare facilities affiliated with the Healthcare System. Chris has over twenty-five years of experience in revenue cycle operations in sole community providers, an academic medical center and an integrated healthcare delivery system. Chris received his Bachelor’s degree in from
Montreat College. Chris is a Fellow in the HFMA and an active member of the North Carolina chapter, where he has served in numerous leadership positions including Chapter President.

Jeffrey Johnson
Mr. Johnson is Chief Sales and Marketing Officer of Hawes Financial Group. He is a nationally-acclaimed motivational trainer, speaker and facilitator and a veteran in the credit and collections industry. Previously, Jeff was the Manager of Client Relations for Columbia Ultimate Business Systems and Director of the International Division of the FranklinCovey Leadership Center where he worked with Fortune 500 companies to better improve their internal processes through pinpoint training. Jeff earned his degree in Business Management with a minor in Human Resources from Brigham Young University. He is a certified 7-Habits Trainer and has numerous professional memberships and currently serves as Secretary of the Oregon chapter of HFMA.

Joshua A. Johnson, CRCS-I, P
Josh is the Director of Patient Financial Services at Gibson Area Hospital and Health Services in Gibson City, Illinois. His duties include managing the Patient Access Department and the Central Business Office. Josh specializes in Customer Service with emphasis on Patient Access, Pre-Registration, Insurance Benefits and Point of Service Collections processes. Josh is very active in AAHAM and is currently serving as Second Vice-President of the Illinois chapter.

Lisa Killam, CPC
Ms. Killam is the Patient Access/Revenue Integrity Manager at St Joseph Hospital in Bangor, Maine and has over fifteen years of experience in various areas of the revenue cycle. She has been instrumental in developing a successful Patient Access Department over the past year and is currently in the process of installing various products to automate functions that her team does on a daily basis. She also oversees the hospital charge master and acts as a liaison between the revenue cycle departments.

Kenny Koerner, MBA, CRCE-I
Kenny is the Director of Patient Accounts at CGH Medical Center in Sterling, Illinois. His duties include managing the Scheduling, Registration, Billing and Managed Care Contracting for CGH Medical Center, CGH Home Infusion and CGH Homecare. Kenny has his undergraduate degree from Olivet Nazarene University and his MBA from St. Ambrose University. Kenny currently serves as President of the AAHAM Illinois chapter and is active in the HFMA McMahon-Illini chapter.

Suzanne Lestina, FHFMA, CPC
Ms. Lestina is Vice President of Revenue Cycle Innovation at Avadyne Health. She executes strategies that lead the industry in next-generation revenue cycle concepts. She helps customers implement change to transform the revenue cycles and achieve positive outcomes. Suzanne has extensive revenue cycle experience, including revenue cycle consulting and hospital revenue cycle leadership roles in the Chicago area.

Prior to joining Avadyne Health, Suzanne was HFMA’s director of revenue cycle MAP where she served as the technical expert and consultant for HFMA’s MAP product lines and served in an advisory capacity regarding the technical aspects of revenue cycle performance improvement.

Mark Mathia
Mr. Mathia is the CEO & Executive Coach for Trident Coaching Systems & Tiburon Healthcare Solutions Group. He is a certified coach, speaker and trainer and more than twenty years of leadership experience, has led business leaders to higher levels of success, performance, and fulfillment. Mark’s passion for making a difference in teams and leaders around the country is evident. In addition to coaching his own teammates as the CEO of Tiburon Financial, Mark’s current role includes one-on-one executive coaching, executive retreats, speaking engagements and delivering personalized experiences for business leaders and teams with a focus on helping people to improve their performance in business and life. Mark has his undergraduate degree from Dana College and his MBA from Bellevue University.

Kevin McLaren, MPA, MSW, CMPE, CCS-P, CPC
Mr. is Associate Director of Revenue Cycle Enhancement at the University of California, San Francisco Faculty Medical Group. His responsibilities include leading initiatives to optimize revenue cycle performance, ICD-10 implementation and integration of recently acquired and affiliated hospital and physician practices. He has worked in both the public and private sectors of the healthcare industry for over twenty years. Kevin is a UCSF subject matter expert in charge capture and clinical documentation.

Katherine H. Murphy, BA, CHAM
Ms. Murphy is Vice President of Revenue Cycle Consulting at Passport/Experian. She has over twenty years of experience in hospital revenue cycle management specializing in Access processes, redesign and implementation. As Access Director in a multi-facility Midwest health system, Katherine chaired the Registration Council and the Metropolitan Chicago Healthcare Access Committee. Katherine received her BA from Northern Illinois University and graduate Certificate from Benedictine University. She is an active member in NAHAM and HFMA.

John Ninos, MS, MT (ASCP), CCS
Mr. Ninos is a Senior Manager with Kohler Healthcare Consulting. He has over thirty-five years of experience in the healthcare field, both on the provider and the payer side. He has led a wide range of projects involving chargemaster review, health care billing, coding, regulations, policy, fraud and abuse, and audits. He has been responsible for performing chargemaster reviews, and coding and billing audits for both individual hospitals and corporate healthcare.
Chad Powers, Esquire
Mr. Powers is Vice President and General Counsel at Medical Reimbursements of America. He manages the Legal Department and Compliance at MRA. In addition to his corporate legal responsibilities, Mr. Powers advises on operational issues including managed care, ERISA, Medicare/Medicaid, MSP Compliance, workers’ compensation, third-party recoveries as well as HIPAA/HITECH compliance. Given the complexity of changes in healthcare, Mr. Powers provides educational and training events to professional associations in the industry and to hospital employees nationwide. Mr. Powers is a licensed attorney and member of the Tennessee Bar Association.

Kimberley Scott
Ms. Scott is the Government Supervisor and Claims Resolution & Improvement Team Supervisor at Intermountain Healthcare. She is responsible for overseeing the day to day functions of billing, collections and audit’s for Medicare as well as overseeing the Claims Resolution & Improvement Team to ensure corrected billing and collections are done on accounts that were audited by compliance for overage or under charges on accounts. She is the Secretary and an active member of the AAHAM Mountain West chapter.

Franklin Smith
Mr. Smith is Director of Patient Financial Services at Calvert Memorial Hospital. His extensive revenue cycle experience began on the payer side working the Blue Cross of Virginia. Previously, he was a healthcare consultant several large healthcare consulting firms. During his time as a consultant, he gained valuable experience solving complex issues for institutions and physicians groups to help improve operations and performance.

Carolyn Swanson
Ms. Swanson is a Revenue Cycle Consultant with C. Swanson Consulting. She assists hospitals increase cash and improve processes throughout the revenue cycle. Previously, she was responsible for delivering superior customer service to and serving as point of contact for client hospitals throughout the United States and a Senior Director of Revenue Cycle services and a Patient Financial Services Director and held several Central Business Office director positions. Carolyn is an active member of the Texas Bluebonnet chapter of AAHAM and serves as their education chair. She holds a Bachelor of Business Administration degree from Montreat College in North Carolina.

Michele Szymborski, CPHQ
Ms. Szymborski is a Corporate Manager, Case Management Services at Conifer Health Solutions. She brings more than twenty-five years of healthcare leadership experience in the areas of case management, healthcare quality, patient safety, regulatory management, and health information management. In her health system corporate leadership roles, Ms. Szymborski was responsible for managing transformation activities for comprehensive care management and quality programs; incorporating workflow and process redesign, change management strategies, benefits realization, and technology enablement.

Julie VanPelt, CHFP, CPC, CRCE-I, CRCS-I, P
Ms. VanPelt is the Vice President of Operations at Avadyne Health Systems. She is responsible for the operations of revenue cycle management focusing on insurance follow up and self pay receivables in two locations working with over fifty acute care and critical access facilities in several states. She serves on the AAHAM Illinois chapter Board of Directors and chairs the executive certification committee.

Judy L. Veazie, CRCE, CCT
Judy is a Consultant/Project Manager/Interim Revenue Cycle at Children’s Oakland/University of California at San Francisco. She has over thirty years of experience in healthcare and has consulted extensively on the Revenue Cycle including HIM, accounts receivable, admitting, and charge master management. She has been the Editor for Aspen Press for over ten years, editing The Biller and writing a monthly column in The Healthcare Collector. She is a frequent speaker and has extensive teaching experience as an instructor for Edmonds Community College and Lower Columbia College with a concentration in Medical Office Practice and HIM curriculum for Distance Education. She is an active member and serves on the AAHAM Evergreen chapter Board of Directors. She graduated from Marylhurst University in Portland Oregon with a BS in Business and Management.

Susan Walberg, JD, MPA, CHC
Susan is a Vice President/National Director of Compliance at Kohler Healthcare Consulting. She has over twenty-five years of experience in the healthcare field, both on the provider and the payer side. Her experience includes medical underwriting, contract and benefit analysis, and Part B audits and investigations. She has been a Regulatory Attorney and Privacy Officer for a large multi-state health system, responsible for the interpretation, analysis, and application/implementation of both state and federal laws including HIPAA and the Deficit Reduction Act, as well as policy development and implementation. Susan analyzed contracts to ensure compliance with Stark and Anti-Kickback requirements, and provided education to corporate and staff at the various entities on those topics as well as others. Susan was responsible for leading internal reviews and investigations, and directing overpayment situations. She collaborated closely with the business office, Information Security, Human Resources,
Shauna Wardrop, CRCE-I

Shauna War/drop is the Director of Client Relations for Cardon Outreach. She is responsible for building successful business relationships with hospital administrative and management teams, in order to ensure clients are receiving the services committed to them and that communication lines are flowing smoothly. Previously, she was employed by a large hospital organization where she started on the ground floor and worked up to be a Director in the Central Billing Office. She has a proven ability as a leader, innovator, organizer and trainer in Customer Service, Management and Compliance programs. Shauna attended Weber State University and is the President and an active member of the AAHAM Mountain West chapter and has served for many years in a variety of roles.

Susan has also worked as the Corporate Compliance Officer in two health systems, and managed the staff and facility compliance activities in those organizations. She had oversight of the physician documentation and coding team, and was responsible for assisting those activities. She has both led and collaborated on attorney-client privileged audits and investigations, and has worked with a variety of regulators to response to their reviews. Recently, Susan worked with a sub-contractor under CMS, providing support for fraud and abuse audits and policy analysis on Medicare Parts C and D.

Harriett Wall, MBA

Ms. Wall is a Senior Project Manager and Business Analyst at the Center for Healthcare Transparency, Network for Regional Healthcare Improvement (NRHI). Ms. Wall is a versatile senior executive with over twenty years of achievement in growing healthcare consulting practices and delivering successful engagements. Harriett has held executive leadership positions in complex project management and consulting operations. Harriett brings expertise in clinical documentation improvement, denials’ management, compliance, revenue cycle, and physician education. She is a proven facilitator of multi-disciplinary and executive teams; encouraging expression of diverse perspectives while fostering alignment of common goals. A few years ago, when health, work, and relationship factors collided, Harriett began her personal journey to better understand and manage stress. Harriett shares her experiences as well as well-researched information in a desire to help others manage stress. Harriett was awarded her BS in Physical Therapy from Northeastern University and her MBA from Harvard Business School. Harriett is a member of the HCCA and HFMA. She is an author and speaker on a range of industry topics.

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She was the first recipient of the Bill Spare Award, awarded by National AAHAM. Shauna is also active in the HFMA and NAHAM organizations and currently participates on several boards and committees for the local chapters of these groups in various states.

Jimmy Watson

Mr. Watson is Director of Patient Financial Services and Patient Experience at Providence Health & Services/Little Company of Mary Medical Center. He has more than twenty years of healthcare experience to include the clinical and non-clinical setting, having held positions in hospitals, home health and healthcare solution settings. Jimmy’s experience includes oversight of pbs/communications, scheduling, insurance verification, financial counseling, admissions, bed placement/patient throughput; pre-admit nursing, assistance with case management, patient financial services and the patient experience for the hospital.

Ralph Wuebker, MBA, MD

Dr. Wuebker serves as Chief Medical Officer of Executive Health Resources. He provides clinical leadership and works closely with hospital leaders to ensure strong utilization review and compliance programs. Dr. Wuebker also oversees EHR’s Audit, Compliance and Education physician speaking team, which is focused on providing onsite education for clinicians and hospital management. He works to help hospitals identify potential compliance vulnerabilities through ongoing internal audits. An expert in CMS regulations, medical necessity compliance, utilization review, denials management, and program integrity efforts, Dr. Wuebker is also an industry speaker and thought leader and editorial advisor to the media. He has been published in many prominent industry trade publications and is an active participant and respected source for industry discussion boards, blogs, and other social media. Dr. Wuebker has served as a hospitalist and instructor of medicine at Washington University School of Medicine and St. Louis Children’s Hospital. In addition to his work at EHR, he continues his clinical practice. Previously, he worked as Medical Director for the Midwest Region of Great-West Healthcare doing medical necessity case reviews. Dr. Wuebker earned his medical degree and a bachelor’s degree in biology from the University of Missouri-Kansas City School of Medicine and Master of Business Administration degree from the Washington University in St. Louis, Missouri.
Professional Certification – Get your CEUs!

Industry professionals on average, enjoy higher salaries and wages than non-certified individuals. Remember, continuing education units (CEUs) are necessary to maintain your AAHAM certifications. Earn two (2) CEUs per each educational hour attended.

The AAHAM ANI offers the solutions you need to succeed, no matter what your challenge or experience level. With the ANI’s five distinct learning tracks and over 30 sessions, the ANI offers unparalleled education and training to meet every individual’s needs.

Schedule of Events (tentative)

**Tuesday, October 14th**

6:00pm – 8:00pm Registration

**Wednesday, October 15th**

7:30am – 5:30pm Registration

9:00am – 11:00am Certification Coaching Session

“CRCE & CRCS Coaching Treasure Hunt”

Roberta Collins, CRCS, CPC, CHCA, CEO, Advantage Billing Concepts

Tamora Ellis, CRCE-P, Vice President Client Relations, Advantage Billing Concepts

Sandra R Pawelk, CRCE-I, P, MBC Program Head/Extern Coordinator, Anthem College

Virginia Berney, CRCE-I, P

Whether you are preparing to take the certification exams or just want to brush up on your skills, this session will take you through the certification topics and questions that tend to upset the waters. The instructors will calm the certification seas and assure attendees have smooth sailing when they are ready to take that voyage. Learn the material and knowledge needed to navigate comfortably at the helm.

12:00pm – 1:30pm CRCE Certification Luncheon and Certification Awards Presentation

All CRCE certified members are invited to join us as we recognize our newly certified CRCE members and bestow special achievement awards. This luncheon is open to CRCEs only.

1:45pm – 4:15pm Opening Keynote Session & Awards Ceremony

Keynote Speaker: Jack Singer, PhD

“Developing and Maintaining the Mindset of a Champion”

Access to care, government regulations, rising costs, decreasing reimbursements, 501r & ACA challenges, staffing issues, all are facts of life these days for Healthcare Revenue Cycle professionals. The key ingredients for you to have consistent success in your career are to maintain an optimistic mindset and build psychological resilience to all of these challenges.

In this cutting edge keynote presentation, Dr. Jack will teach you the exact same skills he teaches elite, champion athletes to use in order to perform their best, despite their challenges and setbacks. You will learn how to recognize the self-talk that will lead you to either stress or success, how to identify and eliminate the self-limiting beliefs that cause your stress and how to employ a simple mental toughness routine to build resilience and remain optimistic, despite any challenges you face.

5:00pm – 6:00pm First Timer & New Member Reception

All new members and first-time ANI attendees are invited to join the AAHAM Board of Directors at a special networking reception in your honor.

6:00pm – 7:00pm Welcome Reception in the Exhibit Hall

Join your friends, colleagues and ANI exhibitors at the opening event of the ANI. Enjoy delicious appetizers as you tour our exhibit booths and learn about the latest products and services available to our industry.

**Thursday, October 16th, 2014**

7:30am – 4:30pm Registration

8:00am – 9:00am Continental Breakfast in the Exhibit Hall

Sponsored by Financial Credit Services/medMAX Financial Solutions

Start your day off right with delicious pastries and coffee while you visit with our exhibitors.

9:15am – 10:45am KEYNOTE SESSION

Sheryl Roush

“How to Keep a Sparkling Attitude Everyday, How to Keep Your Sanity through Tides of Change”

You’re doing more, with less. Taking on extra work and no spare time, conversations become short, tones get sharp, deadlines are tight, mergers, changes, oh my! How do you keep your sanity through it all? This lively, interactive program offers a little fresh ocean air, with tools to boost your attitude, simple stress management tips, and valuable communication techniques to help set sails through the ebb and flow of challenging situations and dealing with difficult people.
11:00am – 12:30pm

CONCURRENT SESSIONS

MANAGEMENT/REVENUE CYCLE TRACK
“Operationalizing New Transparency Expectations and Requirements: The New Normal”
Katherine H. Murphy, CHAM, Vice President Revenue Cycle Consulting, Passport
Lisa Killam, Patient Access/Revenue Integrity Manager, St. Joseph Hospital
This session will discuss communicating the complex process of pricing transparency requiring an understanding of physician, clinical, hospital and financial information as well as regulatory requirements. It’s not for the timid, yet certainly attainable. Transparency extends to the uninsured and insured whether scheduled, shoppers, walk-in or Emergent. The trick is to provide a standard process to patients 24-7. Explore the new normal that will prevail as the industry moves forward with Affordable Care and how to accomplish the call for transparency are attainable and rewarding!

LEADERSHIP/PROFESSIONAL DEVELOPMENT
“The Speed of Trust”
DeVerl Austin, Senior Consultant, FranklinCovey Co.
The Speed of Trust challenges our age-old assumption that trust is merely a soft, social virtue and instead demonstrates that trust is a hard-edged, economic driver, a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing. You’ll discover the powerful principles from the book, The Speed of Trust™ and learn about the 4 Cores of Credibility™ the 13 Behaviors of High Trust™ leaders, as well as measuring Trust Taxes™ and Trust Dividends™ within your team or organization. Mr. Austin emphasizes that nothing is as fast as the speed of trust and that the ability to establish, grow, extend, and restore trust with all stakeholders is the critical leadership competency of the new global economy.

COMPLIANCE/SPECIALTY TRACK
“The Hidden Dangers of Billing Liability”
Chad Powers, Vice President, Medical Reimbursements of America
This session will provide an overview of the complexity of managing accident claims including best practices in billing, patient advocacy, and compliance for every patient and every payment source across the U.S. With the speaker’s legal and HIPAA expertise, the content presents insights to avoid legal issues while optimizing the reimbursements available to hospitals for accident claims. Much detail is provided regarding the challenges hospitals face in managing this unique financial class along with real-life examples of legal violations and damages incurred in recent years.

ACCESS/QUALITY MANAGEMENT TRACK
“How to Make Self Pay Collections Work for Your Hospital”
Franklin Smith, Jr, CRCE, Director, Patient Financial Services, Calvert Memorial Hospital
Doug C. Dewberry, Director of Business
Development, Trubridge
This session will focus on specific tools for a hospital to use to improve its collection of self-pay accounts. Franklin Smith will speak from the position of a hospital Patient Accounts Director that deals every day with struggles of the self-pay collection process. The presentation will look at each of the following areas of the self-pay collection process: Preadmissions, Registration, Upfront Collections, Advance Beneficiary Notice, Charity Care policies, Bad debt Write-off, and Outside Collections, Doug Dewberry will give insight to this process from the view of a CEO and CFO.

SPECIALTY TRACK
“CRCS Certification: Creating A Program for Success”
Julie VanPelt, CHFP, CPC, CRCE-I, Vice-President of Operations, Avadyne Health
Kenny Koerner, MBA, CRCE, Director of Patient Accounts, CGH Medical Center
Josh Johnson, CRCS-I, B, Director of Patient Financial Services, Gibson Area Hospital & Health Services.
This fast paced, interactive program will assist the PFS Manager looking to pursue CRCS certification whether on an individual basis or for their employees. A global review of successful coaching and programs will be followed by detailed study tips with particular emphasis on the updates provides in the National AAHAM CRCS Exam Study Manual.

12:30pm - 2:00pm
Buffet Luncheon in the Exhibit Hall
Sponsored by HGS EBOS

Enjoy a delicious buffet luncheon while you visit and learn from our exhibitors.

2:00pm - 3:00pm

CONCURRENT SESSIONS

MANAGEMENT/REVENUE CYCLE TRACK
“Preparing for Health Reform: Improving Business Processes to Effectively Collect in a Consumer World”
Suzanne Lestina, FHFMA, Vice President Revenue Cycle Innovation, Avadyne Health
This session will discuss the impact of health reform on the revenue cycle and examine the organizational imperatives to help prepare for new regulations. As the traditional world of employment and benefits transforms into a new reality, the healthcare industry is facing significant changes. Insurance companies are...
covering less of the total hospital bill, with patient out-of-pocket expenses increasing. The complex issues of health reform are forcing healthcare systems to reduce costs while improving workflows and the patient experience. Learn how to improve self-pay processes, including developing comprehensive up front patient communications and how with sound strategic planning; healthcare financial managers can improve financial outcomes while creating a positive patient experience.

**COMPLIANCE/SPECIALITY TRACK**

“Only an Ostrich Should Stick its Head in the Sand! A Practical Discussion on Marrying Compliance and Revenue Cycle Activities with Data Analytics”

Byron C. Johnson, MAOL, CHC, RHIA, CIRCC, Director, Kohler Healthcare Consulting

John Ninos, MS, CS, MT (ASCP) Senior Manager, Kohler Healthcare

This session is designed to awaken and motivate revenue cycle professionals to proactively monitor billing and payment data on an ongoing continual basis. This monitoring is accomplished through a “deep dive” into billing and payment transaction files in collaboration with the compliance officer program. The session will educate the professional on how the government and its agencies contractors are utilizing your electronic transaction data to identify and then investigate your organization on an ongoing basis (we can no longer pretend or hide from danger; like an ostrich sticking its head in the sand). Learn about these electronic data sets, discuss how to obtain them, and how to utilize them in a monitoring and detection fashion. The session will cover examples of identified errors, the appropriate investigation process necessitated by the detection, and possible outcomes.

**ACCESS/QUALITY MANAGEMENT TRACK**

“Bookends of the Patient Experience: Little Company of Mary’s Improvement Strategies from Admission to Discharge”

Jimmy Watson, Director, Patient Financial Services and Patient Experience, Providence Health & Services/Little Company of Mary Medical Center

In this presentation, Little Company of Mary Medical Center will share its strategies to improve the patient experience across the continuum of care, from pre-service, to time of service to post-service activities. The session will share revenue cycle tools and processes used to streamline patient access, coordinate patient care and conduct patient follow-up post discharge, all while monitoring patient interactions to ensure clear and accurate communication from the first point of contact to the last. Attendees will walk away with proven methods to impact patient experience at their organizations.

**LEADERSHIP/PROFESSIONAL DEVELOPMENT TRACK**

“Managing Stress: Your Action Plan”

Harriett Wall, Ms. Wall is a Senior Project Manager/Business Analyst, Center for Healthcare Transparency, Network for Regional Healthcare Improvement (NRHI)

This interactive session will provide a tool for attendees to assess stress in their lives utilizing the Holmes and Rahe scale. There will be an opportunity to share scores and experiences. The session includes introduction to and practice of techniques to reduce stress and includes a brief, guided meditation. Attendees are given the opportunity to develop a personal action plan to help to manage stress as part of the session.

**SPECIALTY TRACK**

“ICD10 In Practice, What Are We Going To Do?” Round Table Discussion

Lisa Hennigan, CRCE-I, Senior Manager, Revenue Cycle, Western Psychiatric Institute and Clinic of UPMC Presbyterian Shadyside

Kenny Koerner, MBA, CRCE, Director of Patient Accounts, CGH Medical Center

Barbara Winwood, CRCE-I, Access Director, CGH Medical Center

Jose Guevara, Senior Vice President of Business Development, BCA Financial Services, Inc.

Patt Lowe, Director Self-Pay & Charity, Texas Health Resources

This round table will focus on the practical implementation of ICD10 from the front line provider’s perspective. Hosted by AAHAM members from the Education Committee, this session is designed to be an interactive discussion among all attendees on the issues that ICD10 poses for Patient Access, Centralized Scheduling, Authorization management, Specialized Billings, Contracting and Finance. The objective is to engage providers and identify the areas that are the most problematic and discuss possible solutions.

3:15pm – 4:15pm

**CONCURRENT SESSIONS**

**MANAGEMENT/REVENUE CYCLE TRACK**

“Operationalizing & Optimizing a revenue Cycle Shared Services Model”

Steven M. Gross, CEO, Richmond Shared Services Center

The healthcare industry is rapidly adopting shared service models to improve efficiencies and effectiveness. Explore key considerations for migrating from a stand-alone revenue cycle environment to a shared services model. Hear about lessons learned from over twelve years of experience designing, managing and optimizing the industry’s leading shared services platform.

**COMPLIANCE TRACK**

“Optimizing Return on Hospital Medicare Bad Debt While Passing the Auditor’s Review”

Rudy Braccili, Jr., MBA, CRCE, Executive Director, Revenue Cycle Services

The session will provide tips and best practice recommendations on how hospitals can ensure maximum return on Medicare bad debts in a compliant manner such that submitted Medicare bad debt logs will pass the scrutiny of an auditor. A real life case study of a hospital which dramatically increased return on Medicare bad debts through process improvement over a three year period. The session will provide useful detailed information for hospital receivables managers to consider as they prepare annual Medicare bad debt logs.
This session will provide practical advice on how to best manage data to support the optimization of hospital case management programs, and demonstrate the most effective tools to achieve desirable organizational clinical and financial outcomes. Case managers must develop the necessary data management skills in order to leverage information in their decision-making processes, performance monitoring and the evaluation of outcomes. The enterprise-wide intelligence that case management information systems can deliver through their design, operations and reporting is of critical importance to any hospital-based case manager.

LEADERSHIP/PROFESSIONAL DEVELOPMENT TRACK
“Communication in a Sound Bit Generation”
Judy Veazie, CRCE, CCT, Consultant, Project Manager, Interim Revenue Cycle Manager, Children’s Oakland/UCSF
This workshop provides insight into the root causes of some of our communications challenges. Technology has transformed our workplace and our ability to communicate effectively has not kept up with the pace of this change. This session will explore written communication and meetings/conference calls and will examine participant’s communication styles and changes to the way they now do business.

SPECIALTY TRACK
“Windows Tips & Tricks”
Joseph Galdi, CRCE-I, Informatics Director, Thomas Jefferson University Hospitals, Inc.
Darren Parnicutt, CRCE-I, Senior System Analyst, Thomas Jefferson University Hospitals, Inc.
Learn Windows tips & tricks available in the Windows software environment. Attendees will be provided with a list of helpful Windows shortcut keys. Learn how to automate the retrieval, reformatting, and delivery of reports using functions that readily available. Find out about various Excel functions that can help be more effective when using spreadsheets.

6:00 pm – 7:00 pm
President’s Reception
All attendees are invited to join AAHAM President, Victoria DiTomaso, CRCE-I, for a networking reception before the banquet festivities begin.

7:00 pm – 11:00 pm
Annual Awards Banquet
Wine Sponsored by EOS Healthcare

8:45 am - 12:00 pm
Registration

8:00 am - 9:00 am
Continental Breakfast in the Exhibit Hall
Start your day off right with delicious pastries and coffee while you visit with our exhibitors.

9:15 am – 10:15 am
CONCURRENT SESSIONS

MANAGEMENT/REVENUE CYCLE TRACK
“Managing Bad Debt Unmanageable Times”
Chris Johnson, FHfMA, Vice President Revenue Cycle Management, Carolinas Healthcare System.
Carolyn Swanson, Revenue Cycle Consultant, C. Swanson Consulting
This session focuses on the flow from patient access through patient accounting and the need to use key tools in managing trends and outcomes of your bad debt. There are lots of takeaways with easy tools to use and ideas for each facility’s departments to assist in the reduction of a hospitals bad debt results.

COMPLIANCE TRACK
“Fraud and Abuse-Current Trends and Enforcement Activities”
Susan Walberg, JD, MPA, CHC, Vice President, National Director of Compliance, Kohler Healthcare Consulting, Inc.
This session will review current healthcare fraud and abuse cases and enforcement trends, including areas that are planned areas for enforcement by the Office of the Inspector General and current areas of enforcement focus. This session will provide an overview of the broad areas now under scrutiny and will also provide recommendations for key areas where healthcare providers should focus their resources to mitigate audit and enforcement risks.

ACCESS/QUALITY MANAGEMENT TRACK
“Registration Quality and Payment Estimator Tools: Lessons Learned Sessions”

Tentative Schedule Continued

7:00 PM – 11:00 PM
Annual Awards Banquet
Wine Sponsored by EOS Healthcare

Friday, October 17th, 2014

8:45 am - 12:00 pm
Registration

8:00 am - 9:00 am
Continental Breakfast in the Exhibit Hall
Start your day off right with delicious pastries and coffee while you visit with our exhibitors.

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ACCESS/QUALITY MANAGEMENT TRACK
“Registration Quality and Payment Estimator Tools: Lessons Learned Sessions Description:
Kimberly Scott, Government Supervisor and Claims Resolution & Improvement Team Supervisor, Intermountain Healthcare
The presentation will encompass the Revenue Cycle, Patient Access, Billing and Collections, and Revenue Cycle Management. It will step the attendees through what information is required at time of registration, information required for billing, and the insurance collection process.

LEADERSHIP/PROFESSIONAL DEVELOPMENT TRACK
“Be Incredible”
Jeffery Johnson, Chief Sales & Marketing Officer, Hawes Financial Group
This session will introduce you to the principles to help you change from ordinary into incredible. Within every human being are the makings of “incredible”. However, daily responsibilities tend to stop us from making that incredible happen. The truth is that most people want to be incredible, but are often left wondering how to get started. Too many people focus on abstract ideas and advice, but do not come across specific principles that allow them to start being incredible. Learn the steps to incredible!

SPECIALTY TRACK
“Managing Through the Maze of Current Changes; The Impact From the ACA and ICD-10 On the Revenue Cycle” (Part 1)
Lorrie Borchert, MA, CRCE, CPAT, CPC
President, Best Practice Training Institute
Rob Borchert, MBA, CRCE-I, FHfMA, President, Best Practice Associates
Christian Borchert, Patient Accounts Director, Oneida Healthcare
Don Borchert, MBA, Manager, PwC
Tim Borchert, MBA, PMP, Deputy Director and Practice Leader, Allurum Institute
This family team of experts consisting of facilities directors, managers, and consultants will present the impact of the Affordable Care Act (ACA) from the focused view of: Clinical documentation for ICD10; Case mix changes;
Medical necessity limitations; Insurance master file set up, etc.

Learn about ICD10 post implementation and preparation planning and testing, the impact date and lessons learned from both small and large facilities, as well as the goals of the ICD10 planning committee.

**10:30 am – 11:30 am**

**CONCURRENT SESSIONS**

**MANAGEMENT/REVENUE CYCLE TRACK**

**“PFS Revenue Cycle Open Forum”**

Doris Dickey, CRCE-I, PFS Manager, Rochelle Community Hospital

This session will allow attendees from small to medium providers to network and discuss unique management issues related to providers under 150 beds. This will be an open, interactive session, allowing attendees to bring their current issues to the session to see how others are handling similar situations.

**COMPLIANCE TRACK**

**“How to Best Navigate the CMS IPPS 2014 Final Rule: Recommendations from a Medical Necessity Leader”**

Dr. Ralph Wuebker, MBA, Chief Medical Officer, Executive Health Resources, Inc.

The Centers for Medicare and Medicaid Services have proposed two separate rulings, 1455-P and 1599, which impact inpatient status determinations and systemic procedures for managing appeals. Hear insights from an industry-leading perspective in response to the August and mid-September 2013 updates, as well as the October 1 Final Rule and March 2014 update. Discussion will focus on what the new requirements mean in terms of potential course adjustment, and how they may impact patient quality of care in this time of transformation for health systems and hospitals.

Learn about the the 2-Midnight Rule, Observation vs. Inpatient Status, Certification and Rebilling and Physician Documentation Requirements.

**ACCESS/QUALITY MANAGEMENT TRACK**

**“Surviving ACA Open Enrollment, Round 1”**

Katie Harwood, CHAM, Manager Patient Financial Services, University of Utah Healthcare
Shauna Wardrop, CRCE-I, Director of Client Relations, Cardon Outreach

Hear how the two presenters prepared for, and survived the 2013-2014 ACA Open Enrollment. Find out about their lessons learned, what went right, what went wrong and the impacts experienced in the Revenue Cycle and how to prepare for 2014 Open Enrollment, round 2. The experiences from this facility and others will offer ideas for managing and surviving those challenges, continuing to offer the best assistance to their patients and bringing much needed revenue to the facilities through these new programs.

**LEADERSHIP/PROFESSIONAL DEVELOPMENT TRACK**

**“BANG!”**

Mark Mathia, MBA, CEO & Executive Coach, Tiburon Healthcare Solutions Group & Trident Coaching System

This session is a leadership driven session designed to encourage ethical leadership while teaching others to maximize individual and team performance. BANG! is a very interactive session that includes small group work and tailored workshop topics. This particular teaching is relevant to anyone who works in or around teams. The objective is to unpack the powerful idea that every leader can maximize their team’s potential by understanding the power behind personal development and its amazing ramifications on team growth and development.

**SPECIALTY TRACK**

**“Managing Through the Maze of Current Changes; The Impact From Listening to the Data Found in The Revenue Cycle” (Part 2)**

Lorrie Borchert, MA, CRCE, CPAT, CPC, President, Best Practice Training Institute
Rob Borchert, MBA, CRCE-I, FHFMA, President, Best Practice Associates
Christian Borchert, Patient Accounts Director, Oneida Healthcare
Don Borchert, MBA, Manager, PwC
Tim Borchert, MBA, PMP, Deputy Director and Practice Leader, Altarum Institute

This family team of experts consisting of facility directors, managers, and consultants will take apart the areas of the Revenue Cycle and focus on the impact of data found today and what data will be needed for tomorrow to manage an efficient and productive Revenue Cycle. Access management, ICD10 requirements from scheduling on Medical management, clinical documentation requirements for ICD10 Patient Financial Services and managed care contracts

**12:00pm-1:30pm**

**Buffet Luncheon in the Exhibit Hall**

Enjoy a delicious buffet luncheon while you visit and learn from our exhibitors.

**1:30pm – 2:30pm**

**Panel Discussion, “After the ‘Big Project’ Dust Settles: Optimizing your Revenue Cycle Operations”**

Facilitator: Jean Hippert, Senior Vice President, Southeast Director, PNC Healthcare

**PANELISTS:**

Steven Honeywell, MBA, CRCE-I, P Senior Director of Patient Accounting, University of Pennsylvania Health System
Dave Amann, CPA, MBA, Assistant Director for Banking Services, Johns Hopkins Health System
Kevin McLaren, MPA, MSW, CMPE, CCS-P, CPC, Associate Director, Revenue Cycle Enhancement, University of California San Francisco Medical Group

Academic Medical Center revenue cycle leaders including University Of Pennsylvania Health System (Penn Medicine) discuss experience with conversions, integrations and process improvements including optimizing processes for new information systems; impact of these events on revenue cycle metrics; and identifying/addressing the remaining automation gaps.

**2:30pm – 3:00pm**

**Refreshment Break and Raffle Drawings**

**3:00pm – 4:00pm**

**Closing Keynote Session**

**“Washington Update”**

Alexandra Jaffe, Staff Report, The Hill Newspaper
Join Alexandra Jaffe, the Hill Newspaper’s staff reporter for an informative session and a legislative update.
San Diego Welcomes You

San Diego is the eighth-largest city in the United States and second-largest in California and is one of the fastest growing cities in the nation. San Diego is the birthplace of California and is known for its mild year-round climate, natural deep-water harbor, extensive beaches, long association with the U.S. Navy, and recent emergence as a healthcare and biotechnology development center. The city has three nicknames, America’s Finest City, City in Motion and Silicon Beach. The heart of every city lives in its downtown, and San Diego is no exception. Located only minutes from the airport, San Diego’s thriving downtown districts offer a plethora of options for activities, dining and cultural attractions, all accessible by foot or by trolley. Modern and historic buildings stand side-by-side, in the downtown historic Gaslamp District, housing shops and boutiques, trendy nightclubs, rooftop bars and fine dining restaurants. During the day, you can enjoy various cultural attractions, like The New Children’s Museum, or take in a baseball game at Petco Park, home of the San Diego Padres, or catch a ride on the trolley to Balboa Park and the San Diego Zoo and Wild Animal Park. With plenty choices to eat, shop and explore, families can enjoy a true California urban safari in San Diego’s downtown district. After dark, the area transforms into a sophisticated playground for adults. With an endless variety of night clubs, sizzling music venues and sky-high rooftop bars, you are bound for an adventurous and memorable night on the town. On the west edge of San Diego downtown lies three miles of the Embarcadero district. Meaning “the landing place” in Spanish, the Embarcadero boardwalk hugs the east side of San Diego Bay, and is home to the San Diego cruise terminal, the Navy Pier and Seaport Village. Climb aboard to explore the ships at the USS Midway Museum, the Star of India, or the Maritime Museum of San Diego. If a moving sea vessel is more your flavor, hop on a harbor cruise and explore the San Diego Bay. For fun on land, visit Seaport Village to grab a bite or pick up a one-of-a-kind gift.

If you’re looking for some local flavor, immerse yourself in San Diego’s Little Italy district, just north of the downtown. Grab an espresso and biscotti from a local café, or dine al fresco with a plate of handmade pasta and a glass of Chianti. To walk off that authentic Italian meal, stop into any one of the many historic Gaslamp District, housing shops and boutiques, trendy nightclubs, rooftop bars and fine dining restaurants. During the day, you can enjoy various cultural attractions, like The New Children’s Museum, or take in a baseball game at Petco Park, home of the San Diego Padres, or catch a ride on the trolley to Balboa Park and the San Diego Zoo and Wild Animal Park. With plenty choices to eat, shop and explore, families can enjoy a true California urban safari in San Diego’s downtown district. After dark, the area transforms into a sophisticated playground for adults. With an endless variety of night clubs, sizzling music venues and sky-high rooftop bars, you are bound for an adventurous and memorable night on the town. On the west edge of San Diego downtown lies three miles of the Embarcadero district. Meaning “the landing place” in Spanish, the Embarcadero boardwalk hugs the east side of San Diego Bay, and is home to the San Diego cruise terminal, the Navy Pier and Seaport Village. Climb aboard to explore the ships at the USS Midway Museum, the Star of India, or the Maritime Museum of San Diego. If a moving sea vessel is more your flavor, hop on a harbor cruise and explore the San Diego Bay. For fun on land, visit Seaport Village to grab a bite or pick up a one-of-a-kind gift.

For more info, please visit www.sandiego.org
## 2014 ANI Exhibitors

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A sincere “Thank You” to our ANI sponsors for their generosity
## CONCURRENT SESSIONS

Pre-registration for all concurrent sessions is required as seating is limited. Please rank your selections in order of preference 1 = first choice, 2 = second choice, 3 = third choice.

### Wednesday, October 15th  9:00am – 11:00am
- Certification Coaching Session: CRCE & CRCS Coaching Treasure Hunt

### Thursday, October 16th  9:00am – 11:00am
- Operationalizing New Transparency Expectations and Requirements: The New Normal
- The Hidden Dangers of Billing Liability
- How to Make Self Pay Collections Work for Your Hospital
- The Speed of Trust
- CRCS Certification: Creating A Program for Success

### Thursday, October 16th  2:00pm – 3:00pm
- Preparing for Health Reform-Improving Business Processes to Effectively Collect in a Consumer World
- Only an Ostrich Should Stick its Head in the Sand! A Practical Discussion on Marrying Compliance and Revenue Cycle Activities with Data Analytics
- Bookends of the Patient Experience: Little Company of Mary’s Improvement Strategies from Admission to Discharge
- Managing Stress: Your Action Plan!
- ICD-10 in Practice, What Are We Going To Do? Round Table Discussion

### Friday, October 17th  10:00am – 11:30am
- How to Best Navigate the CMS IPPS 2014 Final Rule: Recommendations from a Medical Necessity Leader
- Surviving ACA Open Enrollment, Round 1
- BANG!
- Managing Through the Maze of Current Changes; The Impact From Listening to the Data Found In The Revenue Cycle (Part 2)
Important Information

Confirmation of your registration will be sent within one week if your registration form is received by October 1, 2014. Please print clearly or type the information. A separate registration form must be submitted for each attendee, but not for accompanying spouse, child, or guest listed on the registration form.

A name badge is required for entrance to all planned educational and social functions and the exhibit hall. Name badges and tickets, including those purchased for spouses and guests, will be included with your registration materials upon arrival.

Membership will be verified for all individuals who pay the member registration fee. Please be sure that you are a current member to not delay the processing of your registration.

No cancellations will be accepted after September 12, 2014. Cancellations prior to this date will be subject to a $100.00 administrative fee. All cancellations must be in writing. Refunds will not be given for no-shows at the conference. If you are unable to attend and have already registered, you may substitute someone in your place for a fee of $100.00. Please submit changes in writing with payment. Registrations will not be processed without payment. The early registration rate is determined by date of receipt of payment. We encourage you to register online at www.aaham.org, if paying by credit card; you may fax your registration form toll free to the AAHAM Registration Department at 888.411.3251.

WE ENOURAGE YOU TO REGISTER ONLINE WWW.AAHAM.ORG

Remember we offer 2 easy and convenient ways to register:
1. Online: www.aaham.org
2. Mail: AAHAM Registration Department
   C/O Condor Registration Services
   P O Box 3348
   Huntsville, AL  35810
   256.852.4490 phone
   aaham@condorregistration.net

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Mark Your Calendars

2015 ANI
Walt Disney World
Swan & Dolphin
Orlando, Florida
October 14-16, 2015

2016 ANI
Caesar’s Palace
Las Vegas, Nevada
October 5-7, 2016