Revenue Cycle Seminar  
September 24, 2015

8:30 am – 10:40 am | Course RC1501

**MAP Update**

CPE Credits: 2.5 | CPE Type: Specialized Knowledge | Level: Intermediate | Prerequisites: Understanding of the revenue cycle work flows and processes

**Program Content:** This presentation will cover current events in the world of measure, apply and perform for revenue cycle success. Examples of initiatives completed by some of the 2015 High Performance in Revenue Cycle award winners will be featured. Major HFMA initiatives involving revenue cycle operations will be presented and providers will receive information on how to become a Patient Financial Communication Best Practice Adopter, a new recognition being offered by HFMA. Finally, what’s new in the world of the MAP App will also be shared.

**Learning Objectives:** After attending this session, participants will be able to:

- Identify strategies used by the high performing revenue cycle organization and how to adapt those strategies to their own organizations.
- Understand the value of a pro-active, patient focused communications strategy around financial responsibility, and how to prepare staff for success in these conversations.
- Discover new directions for revenue cycle as HFMA moves to make the full context of the MAP Keys available to all providers.

*Sandra Wolfskill* is the HFMA National Healthcare Finance Policy Director for Revenue Cycle and MAP Initiatives. In this role, she is responsible for HFMA’s revenue cycle initiatives as well as the Map Keys and MAP High Performance awards given to hospitals, healthcare systems and physician practices. In her spare time, Sandy is busy raising, showing and judging pure-bred dogs at AKC dog shows!

10:50 am – 12:05 pm | Course RC1502

**Cash Acceleration – Successful Strategies for Increasing and Sustaining Cash Flow**

CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Intermediate | Prerequisites: Broad understanding of Revenue Cycle processes

**Program Content:** Mr. Boyer will demonstrate proven, effective ways to generate cash collections from accounts receivable in both billed and unbilled accounts in an accelerated fashion and to reduce outstanding days in AR. He will also talk about longer term improvements necessary in all areas of the Revenue Cycle in order to maintain the cash benefits derived from a Cash Acceleration initiative. Topics covered will include:

- Analyzing aged trial balance reports to identify accounts requiring resolution and aging trends effecting cash flow.
- Performing underlying root cause analysis of reasons/causes of delayed account processing and payment.
- Organizing a team effort to reduce billed AR and determining if temporary resources and/or outsourced vendors required.
- Developing “Quick Hits” prioritization listing designed to generate cash from “low hanging fruit”.
- Creating a positive work environment where employees can take pride in accomplishments and celebrate wins.
- Evaluating staff competencies and training needs to optimize follow-up work efforts in a coordinated and accountable environment.
- Evaluating management reports and their utilization.
Learning Objectives: After the session, participants will be able to
- Implement an effective Cash Acceleration strategy.
- Initiate long term Revenue Cycle process improvements to sustain ongoing positive cash flow.

Chris Boyer, a Director of Navigant Consulting, Inc., plays an integral role in continuing to establish the Revenue Cycle Practice as a unique service offering in the Healthcare industry. Mr. Boyer brings 30 years of industry experience, specializing in revenue cycle process redesign, accounts receivable management, interim Revenue Cycle management, cash flow and revenue improvement, financial systems and denial management. Mr. Boyer has extensive experience in healthcare management consulting having previously consulted for Computer Sciences Corp. and Cap Gemini Ernst & Young as a principal and senior manager respectively. Prior to entering consulting he held Revenue Cycle leadership positions with large healthcare providers including the St. John Health System in Detroit, Albert Einstein Medical Center in Philadelphia and the University of Toledo Medical Center in Toledo.

12:45 pm – 2:00 pm | Course RC1503
Transforming Your Revenue Cycle
CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Intermediate | Prerequisites: Understanding of Revenue Cycle terminology and processes.

Program Content: Healthcare is in the midst of tremendous change. The shift from volume (fee-for-service) to value; ICD-9 to ICD-10; and ongoing mergers and acquisitions throughout the country represent just a few of the many industry changes that threaten the financial sustainability of healthcare providers if not managed appropriately. So what do these changing dynamics and market forces mean for the revenue cycle? For most organizations, the current status quo is not good enough for future change. This presentation will focus on the need for change in the Revenue Cycle and some of the key trends emerging across the country for leading practice Revenue Cycle models. There will be opportunities to interact with others in the presentation and to learn about national models, case studies and industry changes. The discussions about new models will also focus on the patient experience and the link between improved customer service and the direct tie to improved revenue and reduced costs. In addition to looking at leading practice healthcare models, we will also explore other industries that have leading practice techniques that can be directly applied to healthcare.

Overall, the presentation will help you to prioritize changes that need to be made NOW to the Revenue Cycle to provide improved financial performance in the short-term while effectively preparing for the shift to “Curve 2” in the future.

Learning Objectives: After attending this session, participants will be able to
- Understand the need for change regarding shifting Revenue Cycle Management models.
- Explain some of the changing trends in Revenue Cycle Management that will impact the design, implementation and sustainability of leading practice Revenue Cycle.
- Describe Revenue Cycle processes focused on an enhanced patient-centered culture to enhance the patient experience, while still keeping an eye on reducing costs and improving overall efficiency.
- Understand a newly defined Revenue Cycle model and the impact of automation, training and metrics.
- Discuss case studies and experiences from high performing providers and relevant “lessons learned” from industries outside of healthcare that can be leveraged for leading practice models.

Kristin Greenstreet is a Managing Director and the National Business Leader for Revenue Cycle with the Healthcare team at Navigant Consulting. She has extensive experience in the management and the completion of revenue cycle improvement initiatives including financial and operational assessments, prioritization of strategic revenue cycle initiatives, and process / tool implementation. Ms. Greenstreet’s experience spans acute, physician practice and post-acute services. As a black belt in Lean Sigma, Ms. Greenstreet also focuses on the strategic design and implementation of leading practice models that encompass improved efficiency, financial performance and customer satisfaction. Ms. Greenstreet also has extensive Project Management Office experience with large health systems and has served as the leader for the design and implementation of shared service models, mergers/ acquisitions, ICD-10 preparation and the impact of upcoming reform on Revenue Cycle approaches. She has been asked to speak nationally on all of these projects and serves as a strategic business advisor for some of the largest organizations across the country.
ICD-10 Preparation for Non-Coders in the Revenue Cycle
CPE Credits: 1.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: This presentation will cover ICD-10 readiness needs for PFS, admissions, scheduling and related areas.

Learning Objectives: After this presentation, participants will be able to
• Explain the impact of the ICD-10 code set to hospital operations.
• List examples of new features and requirements to assure reporting accuracy.
• Demonstrate an increased understanding of the impact of ICD-10 changes on their role within the healthcare facility.

Susan Wallace, MEd, RHIA, CCS, CCDS, CDIP, FAHIMA is an AHIMA approved ICD-10 trainer and ICD-10 ambassador with extensive experience assisting hospitals with ICD-10 preparation. She provides consultation for clinical documentation improvement, MS-DRG and APR-DRG management. She spent 17 years as a collegiate instructor at ATU and NPCC prior to joining ACS, where she currently serves as VP of inpatient services.

Legislative Update
CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: This presentation will cover the Top Ten legislative actions impacting hospitals and the healthcare system and will provide an update on the status of the Arkansas Private Option.

Learning Objectives: After attending this session, participants will be able to
• Understand the new laws passed in the 90th General Assembly that impact hospitals and the healthcare system.
• Understand the status of the Arkansas Private Option.
• Understand the Legislative Task Force that is charged with recommending changes to the Arkansas Medicaid Program.

Jodiane Tritt joined the AHA executive team, as Vice President of Government Relations, on October 4, 2010. In this role, Ms. Tritt represents the Arkansas Hospital Association in all state legislative and regulatory activities. Prior to joining the AHA staff, Ms. Tritt most recently served as Executive Director of the Center for Clinical and Translational Research (now known as the Translation Research Institute) at the University of Arkansas for Medical Sciences. Prior to that position, she was Director of Community Support for the Arkansas Department of Health (ADH). In her work at ADH, she played an integral role in public health policy development and was responsible for the agency’s legislative agenda and advocating on its behalf with legislators. Ms. Tritt serves as a board member of the Arkansas Society of Association Executives, as Vice President of the Arkansas Society of Professional Lobbyists, as a member of the South Central Telehealth Resource Center Advisory Council, and on the Advisory Board of the University of Arkansas for Medical Sciences College of Public Health. Ms. Tritt graduated from Hendrix College with a degree in Biology and from the William H. Bowen School of Law. A native of Logan County, Arkansas, she and her husband, Jamie, now live in Little Rock with their three children.
LOCATION: Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205
  • Little Rock, Arkansas Hospital Association (maximum seating 55, registration will stop at that point)

LUNCH: Box lunch will be served at 12:05 am – 12:45 pm

BREAKS: 5 or 10 minute breaks at 9:30am, 10:40am, 2:00pm, 2:55pm

PRESENTATION HANDOUTS: All speaker presentations will be emailed to registered attendees within 72 hours of the meeting. Please download and print if you would like handouts for the actual session.

EDUCATIONAL CREDITS

Arkansas Chapter HFMA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Arkansas Chapter HFMA is registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. (Sponsor number 009840)

Prerequisites and advance preparation are not required unless otherwise indicated.
A maximum of 8 CPE credits is available. All courses are instruction method GROUP LIVE.

PLEASE REGISTER ON-LINE
Go to: www.arkansashfma.org then click on Education & Events, Calendar of Events

Or go to:
http://events.constantcontact.com/register/event?llr=fruupihab&oeidk=a07ebdhr8fgcd207e64

*Registration Fee: $75 HFMA Member
  $150 Non-HFMA Member

*Deadline for registration and payment is September 21, 2015.

REFUNDS AND CANCELLATIONS
If cancellations are received after September 21, 2015, the registration fee is not refundable. Registrants who do not cancel or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registration forms and cancellations must be mailed or emailed. Phone and voicemail are not valid forms of communication. For more information regarding administrative policies such as complaint and refund, please contact Tami Hill at 501-316-1229 or arhfma@sbcglobal.net.