

Program Chair Bootcamp

Lunch and Learn: Contracting Outstanding Speakers

Leadership Training Conference

Sunday, May 15, 2011

11:40 a.m. –1:20 p.m.



Session Objectives

At the end of this session, you will be able to

- Identify speaker resources based on their areas of expertise
- Develop a tool kit of program resources for future events



Chad Preston
Regional Sales Director
HCA Healthcare
NPAS – National Patient Account Services



NPAS Education and Speaker Services

Employees and Customer Satisfaction in Back Office Collections

- Hiring and Motivating Client Support Professionals
- Training Client Support Professionals

Best Practices in Early Out Collections

- Using Technology to Automate Workflow
- Measuring Productivity and Quality



NPAS Education & Speaker Services

Next Generation Financial Counseling

- Understanding the Self-Pay Portfolio
- Overcoming Objections to Payment

Segmenting Hospital Accounts Using Predictive Models

- Incorporating Predictive Modeling into the Process
- The Future of Modeling and Segmentation



Contact Information:

Chad Preston
(615) 414-1025

615-414-1025

Chad.preston@hcahealthcare.com



Lincoln Fish, VP Customer Relations

Ted Barduson, EVP

Benchmark Revenue Management



Benchmark Revenue Management

Are you ready for ICD-10?

- Attendees receive Transition Checklist and the Potential Impact Measurement tool

How many Denials Walking do you have?

- Attendees receive Denials Scorecard

Productivity : It's not just x accounts in y hours...

- Attendees receive a set of interconnected Excel sheets for calculating team and individual productivity



Benchmark Revenue Management

Connecting the dots: Effective communication across the Revenue Cycle

- Attendees receive a Patient Access and Denials Scorecard

Beyond Alpha Splits: Workpooling – the “Next” generation of workflow

- Attendees receive a methodology worksheet to analyze how current worklists process can be optimized to a workpooling workflow



www.benchmarkrevenue.com

(click on education tab)

Ted Barduson, EVP (619)954-3474

tbarduson@benchmarkrevenue.com



Kaufman, Hall & Associates, Inc.



Nancy Haiman, Publisher, Learning Division
John Howlett, Director of Marketing Communications



Speaking Topics

Financing and Enterprise Risk Management

1. Developments in the Capital Markets: Implications and Effective Strategies for Hospital Borrowers
2. Leasing: Ensuring a Unified and Strategic Use Going Forward
3. Managing Organizationwide Risk in a Volatile Market/Environment

Planning and Management

4. Calculating the Impact of Payment and Delivery System Changes on Your Hospital
5. The Integration Imperative: Unifying Strategic, Financial, and Capital Planning for Success
6. Making Smart Capital Allocation Decisions
7. Optimizing Your Hospital's Portfolio of Service Lines and Businesses



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Speaking Topics (continued)

Performance Measurement and Reporting

8. Keeping Operations Aligned with the Budget: A Best-Practice Approach
9. Getting Analytical about Financial Performance

Financeable Strategy

10. New-Era Strategic Repositioning: From Thought to Action
11. Strategic Partnership Opportunities in a Dynamic Market Environment
12. From Clinical Integration to ACOs: Getting from Here to There
13. Sustainable Physician-Hospital Integration: Models and Strategies
14. What Do We Offer Where? Optimization of Service Distribution



KaufmanHall

Kaufman, Hall & Associates, Inc.

Commitment to Industry Education

Contributing to the advancement of business practices in the healthcare industry

- Publications: books, white papers, newsletters, and articles
- Presentations: national, regional, state, and local meetings
- Webinars and electronic communications

Why Invite a Kaufman Hall Executive to Speak at Your Meeting?

- Breadth and depth of thought leadership
- Award-winning speakers
- Expertise in helping to position hospitals and health systems for new-era success
- High-value, financially centered, and practical information
- No speaker fees or selling

For More Information

Detailed resource material available at www.hfma.org/LTC or www.kaufmanhall.com
Contact nhaiman@kaufmanhall.com or jhowlett@kaufmanhall.com or 847.441.8780





Melissa Dickinson
Marketing Coordinator



J.A. Thomas & Associates

- **Highlights from 2010**
 - HFMA Arkansas
 - HFMA Kentucky
 - HFMA North Carolina
 - HFMA South Carolina
 - HFMA Southern Illinois
 - HFMA South Texas
 - HFMA Utah
 - HFMA Washington/Alaska
- **About JATA Speakers**
 - Physicians
 - Nurses
 - HIM Professionals



J.A. Thomas & Associates

Most Requested Topics

- ICD-10 Readiness
- Value Based Purchasing
- Surviving in a World of Affordable Care
- Achievements in the ED: Quality, Patient Safety, and Improved CMI
- *Topics can be customized to YOUR chapter's needs*

Recent Feedback

- "Excellent information, a 'real' take back to my hospital. Valuable!"
- "Truly outstanding session! To the point – impactful. Presenter is a real expert on subject matter and provided the perfect level of detail."
- "Speaker made a dry subject interesting and understandable..."



Interested in a JATA speaker?

**Melissa Dickinson
Marketing Coordinator**

Melissa.dickinson@jathomas.com

770-438-8537



Karen Conway
Industry Relations Director
Global Healthcare Exchange



Education/Speaker Services

The Supply Chain's Role in Healthcare Reform

- Understand how the supply chain impacts clinical and financial outcomes
- Create visibility to key data
- Balance the cost/quality equation
- Leverage standards for regulatory compliance

Optimizing the Physician Preference Item Supply Chain

- Gain visibility and control over your highest and fastest growing supply spend
- Capture charges accurately
- Lower inventory costs, risk
- Provide better data for value analysis
- Increase clinician productivity



Education/Speaker Services

Gaining Control Over Supply Spend

- Shift focus from revenue cycle to cost control
- Overcome challenges in visibility, control and compliance
- Manage spend through a master data management strategy
- Control off-contract spend, physician preference items

AP Optimization: Bottom Line Results through Operational Excellence

- Transition AP from tactical to strategic working capital center
- Streamline the AP process to reduce cycle times, improve productivity and achieve hard dollar savings
- Improve visibility to enable better cash management
- Benchmark your institution against industry best practices



For more information on how GHX can support your educational efforts, contact:

Karen Conway
720-887-7215
kconway@ghx.com



Thank you!



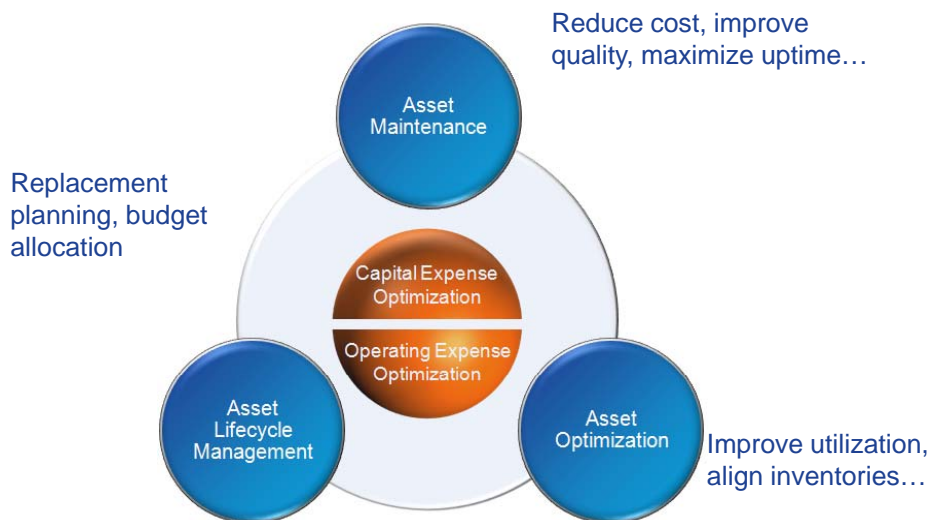
Tom O'Brien, Sr. Manager GE Healthcare



imagination at work



Asset Management Defined



imagination at work

Asset Management

Definition

Solutions that enable our clients to reduce cost and provide quality patient care with fewer clinical assets...

...through improved utilization, workflow change and technology enablement



Tom O'Brien
GE Healthcare
Sr. Manager
Asset Management Professional Service
tom.obrien@ge.com
(262) 951-9124



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Partnering with Local HFMA Chapters
John Molnar, Director American Express



REAL BUSINESS. REAL SOLUTIONS.™
AMERICAN EXPRESS



Facts About American Express

Partnering with the global leader in expense management

- In the US, American Express is a leading issuer of commercial cards, serving more than 70% of the Fortune 500, as well as tens of thousands of mid-size companies.
- American Express is the number one issuer of corporate cards in 13 of the top 15 .commercial card markets in the world

Leader in the market with award-winning programs

- American Express was named #20 in Fortune Magazine's World's Most Admired Companies.
- J.D. Power and Associates ranked American Express #1 in customer satisfaction among credit card issuers in their 2010 Credit Card Satisfaction Study, for the 4th year in a row.
- Readers of *Business Traveler* magazine selected American Express as the "Best Credit Card & Credit Card with Best Rewards Program" in 2009 and 2010.



American Express – Thought Leaders in the Payments & Healthcare Space

Potential Speaking Topics

- Benefits of electronic payments
- Cost effectiveness of automation
- Challenges of paper-based systems
- Points to emphasize when engaging vendors
- Other topics tailored to the needs of your chapter

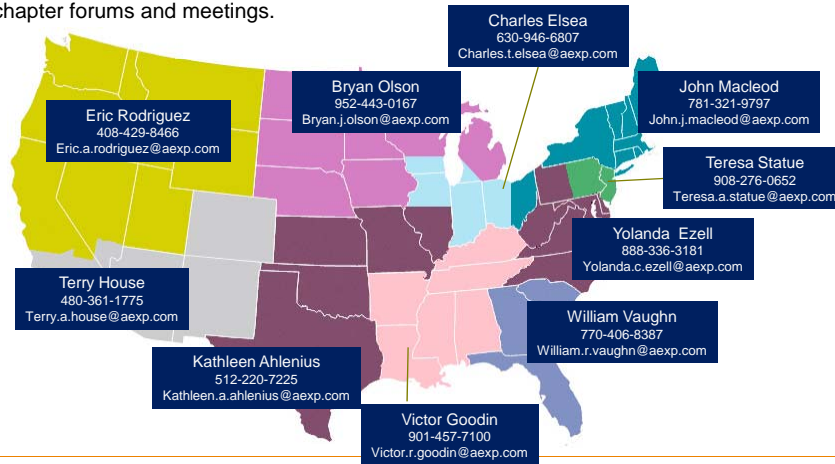
Examples of Educational Materials and Speaking Engagements:

- "Strategies for Achieving A/P Automation" – AXP sponsored report published by HFMA
- "American Express Healthcare Payments Study" – AXP written and researched (in progress)
- Kaleida Health Case Study
- Northshore Long Island Jewish Case Study
- "Hospital Strategies for Electronic Payments" – AXP speaker for HFMA webinar



American Express & Hospitals – A Thriving Partnership

American Express has a specialized team of hospital payments specialists, with decades of experience in the healthcare industry, that understands the unique challenges hospitals face regarding payments. These specialists in each region are available to speak at your local chapter forums and meetings.



Buffy Loveday, Vice President of Business Development Emdeon



Simplifying the Business of Healthcare



Emdeon: What We Do

Emdeon empowers healthcare providers through innovative revenue cycle management solutions by tapping the most complete network of payers, partners and resources in the healthcare industry. Our uniquely efficient services *Simplify the Business of Healthcare* to save our clients time and money so they can focus on what's most important - their patients.

Provider facing revenue cycle management solutions

- Facilitate the efficient and "intelligent" exchange of financial information
- Improve payer and provider profits/dramatically lower costs
- Enhance payer and provider service levels
- Reduce IT investments for payers, channel partners and providers

Our product suite provides:

- End-to-end of the patient encounter
- All payer/All provider
- Paper and electronic
- Consistent workflows

Solutions for providers, payers and channel partners



Speakers Website

The screenshot displays two overlapping browser windows of the Emdeon website. The top window shows the 'Emdeon Speaker Topics' page, which lists various topics such as Patient Access Best Practices, Claims & Payment Management Best Practices, Patient Billing & Payment Best Practices, and Denial Management Best Practices. The bottom window shows the 'Speakers - Patient Access Best Practices' page, featuring a list of speakers with their names, photos, and biographies. The speakers listed are J. Philip Hardin and Ed Caldwell. The website has a green header with the Emdeon logo and navigation links like 'Home', 'About Us', 'Speakers', and 'Patient Access Speakers'. A search bar is visible in the top right corner of the browser windows.



www.emdeon.com/speakers



Simplifying the Business of Healthcare



**Rick Adam
Founder and CEO
Recondo Technology**



Best Practices: Working with Payers

- **Overcoming incomplete payer data**
- **Eliminating manual steps, phone calls, and redundant effort**
- **Assessing new regulations, such as 5010**
- **Going much deeper into eligibility information**

Best Practices: Point Of Service (POS) Collections

- **Emerging Trends: statistics, barriers, compliance, HIPAA**
- **Success factors and enablers**
- **Best practices for collecting: examples, scripting, and dialogue**
- **Readiness, opportunities, scripting, and culture**



Best Practices: Productivity Through Reducing Manual Processes

- **More integration with legacy systems**
- **More integration with legacy systems to payers**
- **Sorting and prioritizing worklists**
- **Tracking, streamlining, and managing workflow**

Best Practices: Obtaining Authorizations/Preventing Denials

- **Shifting revenue cycle efforts from back end to front end**
- **Exception-based management**
- **Increasing effectiveness of patient management, billing, and collections**



Contact the Recondo Technology Speakers Bureau.

Terry Truman
303 974.2815

terry.truman@recondotech.com
www.recondotech.com/speakersbureau.html



Jeff Vawter, M.H.A.

**Manager of thought
leadership communications**

Premier healthcare alliance



Premier Speakers Bureau

Healthcare reform

- Reform update from Premier's Washington office
- Accountable care organizations – implementation examples from 88 organizations in Premier's Accountable Care Collaborative™
- Minimizing the effects of reimbursement cuts

Safely reducing costs

- Revenue cycle management
- Labor productivity
- Elimination of waste

Improving healthcare quality

- Results from Premier's QUEST®: High Performing Hospitals collaborative – Cost of care, mortality, patient experience, readmissions, harm and evidence-based care
 - Value-based purchasing
 - Clinical performance and operational benchmarking
-



Premier Speakers Bureau

Supply chain innovation

- Value analysis
- Comparative effectiveness

Technology

- Population health data management
- Unique device identification

Malcolm Baldrige National Quality Award

- Premier's journey to winning the 2006 Baldrige Award.
 - The seven key Baldrige criteria of leadership: strategic planning; customer and market focus; measurement, analysis and knowledge management; human resources; process management; and results.
-



Contact:

**Jeff Vawter, M.H.A.
704.816.5605**

jeff_vawter@premierinc.com

www.premierinc.com/speakers

PREMIER



**Adam L. Plotkin,
Principal/General Counsel
Healthcare Outsourcing
Network, L.L.C.**



**Healthcare
Outsourcing
Network, L.L.C.**

"Triage and Cure for your Accounts Receivable Issues"



Educational Topics Available

Current Revenue Cycle Legal Issues

- Healthcare Reform
- HIPAA and other privacy-related issues
- Restrictively endorsed checks
- Dealing with patient no-shows
- Credit reporting
- Government restrictions on calling cell phones
- Red Flags Rules
- Telecommuting
- Hospital liens



HIPAA Update—Issues and Compliance Strategies

- Business office policies and procedures
- Dealing with requests for Medical Records



The ABC's of the HIPAA Privacy Standard

The ABC's of the HIPAA Security Standard

Account Recovery Techniques for the Business Office

- Effective strategies for collecting self-pay receivables
- Effective strategies for collecting insurance receivables

FDCPA and FCRA Compliance for Creditors—What You Don't Know Can Hurt You

Third-Party Billing and Collection Partners—Their Use and Management

Improving Customer Service and Patient Satisfaction

Billing and Collecting from the Uninsured—Policies and Procedures for the Business Office

Effective Call Center Strategies



Adam L. Plotkin
aplotkin@outsourcingnetwork.com
(303) 296-3599



**Healthcare
Outsourcing
Network, L.L.C.**

"Triage and Cure for your Accounts Receivable Issues"



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Believe to Achieve



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