

NEW LOCATION!

*The Westin
Austin
Downtown*

hfma
south texas chapter

MARCH 25,
2022

South Texas HFMA LEADERSHIP FORUM

March 25, 2022

Breakfast

7:30 AM-8:30 AM

220301: Leadership and Generational Context

8:45 AM-9:45 AM

Joe Topinka

Associate Professor of Practice

School of Health Administration, Texas State University

Leaders today must understand their employees in order to be effective. Different generations of employees have different perspectives on work ethic, loyalty, professionalism, and other related matters. How do leaders today prepare leaders for tomorrow under such circumstances? This class will address the issues, and possibly provide some guidance on a way ahead for the future. Course Objectives: 1. Identify generational differences in employees; 2. Discuss ways to bridge the gap between leaders and their employees of different generational perspectives. 3. Explain ideas for the development of future, healthcare leaders.

Transition Break

9:45 AM-10:00 AM

220302: Bolder. Brighter. Better.

10:00 AM-11:00 AM

Tammie Jackson

2021-22 National Chair, HFMA

Over the past year, healthcare finance professionals have faced multiple, simultaneous challenges, both professionally and personally. As a result, the year 2020 – much like World War II, the assassination of JFK and 9/11 – now represents a pivot in our history and our lives. Everything from this point forward will be viewed through a lens of “before” or “after.” This presentation will explore what that means for our industry, our society, and our Association as well as what we can do to ensure the “after” is bolder, brighter and better than the “before.”

Learning Objectives: After this session, attendees will be able to:

- Describe current challenges facing the healthcare industry and society at large.
- Discuss ways healthcare finance professionals can promote both health equity and a more equitable society.
- Identify HFMA initiatives and resources that can help you meet the challenges of the current environment.

220303: The Power of Integrous Influence

11:00 AM-12:00 PM

Sean Callagy
Founder/CEO

Callagy Law and Unblinded

Integrity-based human influence will show you how to interact and connect with people on an entirely different level to open the gates of trust and move people to action. Now more than ever being able to influence your team is a key core behavior needed within healthcare. The formula to integrous based human influence will allow you a roadmap on what areas you and your team can work on to drive connection within your workforce.

Lunch

12:00 PM-1:00 PM

220304: Meet your new best friend: the Physician Advisor

1:00 PM-2:00 PM

Jeny McNair, MD
President

Physician Advisor On Call/Med-Metrix

An overview of the role of a Physician Advisor, how they assist in mitigating compliance risk and recovering revenue and how they can help more than the RV team realizes, if they are utilized to their full ability.

220305: The Great Resignation and the Added Impact on Healthcare Revenue Cycle

2:00 PM-3:00 PM

Amy Raymond
Head of Revenue Cycle Operations
AKASA

The pandemic has created a national worker shortage. Dubbed "The Great Resignation" it is estimated that [48% of workers are either looking for a new job](#) or actively considering it. The challenge is amplified in healthcare where job burnout is at an all-time high. Within healthcare, Revenue Cycle has always had a high attrition rate. Organizations are looking for improved processes partnered with new technologies that can help reduce the impact of turnover and challenges with hiring. This talk will also explore how automation can support this effort by handling some of the mundane, but

necessary tasks, to allow teams to focus on higher-value work. This discussion will focus on healthcare's unique challenges:

Learning points

1. How can hospitals meet operational goals while facing high rates of attrition?
2. What processes can the revenue cycle organization put into place to ensure continuity throughout chaos?
3. How and where can automation be leveraged to maintain service levels while allowing staff to focus on higher-value work?

Transition Break

3:00 PM-3:15 PM

220306: "And then God Made Healthcare Workers..." #STRONGERTHANAVIRUS

4:00 PM-5:00 PM

One organization's efforts to engage and sustain healthy workforce members and retain them through an unprecedented pandemic.

After this session attendees will:

1. Understand your staff
2. Know how to Building a Culture of Engagement
3. Understand how do you engage in a Pandemic? Or any other time.

Provide your feedback HERE: [220306: "And then God Made Healthcare Workers..." #STRONGERTHANAVIRUS](#)