

9<sup>TH</sup> ANNUAL  
**WOMEN IN HEALTHCARE  
LEADERSHIP CONFERENCE**



**November 10-11, 2022**  
**Ingleside Hotel | Pewaukee, WI**

PRESENTED BY:



**hfma**<sup>™</sup>  
wisconsin chapter



**Wisconsin Chapter**  
of American College of Healthcare Executives



## EVENT AUDIENCE

All leaders in roles from emerging leader and early careerist to C-suite executives, whether employed with a hospital or health system, clinic or medical group, long-term care or senior living setting, vendor or industry partner, consulting firm or self-employed as an entrepreneur. Students and those in a career transition are also welcome!

## REGISTRATION

Table (8 seats)	\$750
Individual Early Bird (before 10/20)	\$100
Individual (on or after 10/20)	\$125

## LODGING

Lodging is available at The Ingleside Hotel. Contact them directly at 262-547-0201 to make your reservation. Single/Double room rates for the conference are \$142 per night, and available in the "HFMA Women in Healthcare Leadership" room block. Rooms available until block is full.

## SOCIAL MEDIA

FOLLOW HFMA WISCONSIN CHAPTER AND ACHE-WI ON LINKEDIN!

#WHLC2022

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## PROGRAM LEARNING OBJECTIVES

Inspired by the 2022-2023 HFMA National Chair's Theme, our conference seeks to inspire healthcare leaders to achieve the confidence, vision, and clarity to become change agents and ignite a spark!

## CONTINUING EDUCATION

### HFMA EDU HOURS: 6.25

Please visit the HFMA website for information on reporting continuing education for certification maintenance.

### ACHE QUALIFIED EDUCATION CREDITS: 6.25

As an independent chartered chapter of the American College of Healthcare Executives, American College of Healthcare Executives – Wisconsin Chapter is authorized to award 6.25 hours of ACHE Qualified Education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Hours shown are for full conference attendance. Please report actual sessions attended when submitting continuing education hours.

## THANK YOU PLANNING COMMITTEE

Audra Hoffmann, MBA, CPA, CHFP  
Chair

Jessica Vogen  
Vice Chair

### COMMITTEE MEMBERS

Cheryl Budworth, MBA

Jayne Cramer, BA, CRCR

Kyle Kovacevich

Kathleen Olewinski, MS, FACHE

Kim Osinaike, CRCR

Colleen Nolan

Colleen Ruetz

Nikki Schmidt, MBA

Brittany Tillman, MBA

Erin Rowden



## HFMA WOMEN IN HEALTHCARE LEADERSHIP CONFERENCE IS A PROUD SUPPORTER OF CAMP HOMETOWN HEROES

Camp Hometown Heroes is a non-profit organization that provides support, healing and recognition to first responders, military community, and children & families in need. The camp itself is a free week-long overnight summer camp for children and siblings of fallen U.S. service members. During their visit to camp, the children begin the healing process with other children who have experienced similar loss, doing activities they love. The end of camp concludes with a ceremony where each child shares their individual experience, their emotions surrounding their loss and receives a stuffed animal that represents their healing process and their overall journey at Camp Hometown Heroes.

Conference content, format, and details are subject to change. Please consult our chapter website at [www.hfmawisconsin.com](http://www.hfmawisconsin.com) for the latest information.

## CONFERENCE SCHEDULE

### NOVEMBER 10

6:00 – 7:30 pm **CONFERENCE WITH A CAUSE SOCIAL**



In our networking event, at the Women in Leadership Conference, we will be networking and socializing at tables while crafting together stuffed animals to donate to Camp Hometown Heroes for this ceremony.

### NOVEMBER 11

7:15 – 8:15 am **REGISTRATION**

8:15 – 8:30 am **WELCOME & OPENING REMARKS**

8:30 – 9:30 am **SILVER PLATTER SERVICE: HOW TO CREATE A CULTURE OF EXCELLENCE**

*Randy Fox, Speaker, Author, Coach, FoxPoint Transformational Leadership*

An unforgettable journey through powerful stories and action based strategies that will transform the culture of your team. Discover the art of first class service -- at the silver platter level.

The audience will leave with:

- Key strategies in building an intentional, trusting and accountable team culture
- Practical steps to service excellence
- The how to's in navigating change
- Tools to pursue unity
- Inspiration to constantly grow and make a difference

Based on a real life situation, which Randy has shared for years with thousands of people, this keynote is truly transformational. If you want to raise the standard, be intentional about culture and have a team that serves at the highest levels, this presentation experience is for you!

9:30 – 9:45 am **BREAK**

9:45 – 10:45 am **IGNITING YOUR RESILIENCY WITH THE POWER OF MINDFULNESS**

*Lisa Hare, MS, Speaker, Coach and Consultant, Best Self Mindful Coaching*

Maybe you've heard the word 'mindfulness,' but do you know about what it really is and how it can benefit your overall health? Being present takes practice and practice leads to a healthier and happier life.

This presentation will provide attendees the opportunity to experience a high-level overview of mindfulness. It is geared for all levels, whether this is your first time, or you have practiced mindfulness previously. Audience participation is encouraged throughout the presentation for exploration into mindfulness and the power to create healthier outcomes for self and others through mindfulness practices.

Attendees will get to experience several easy mindfulness best practices that can be used immediately; no further classes needed! As a presenter, I am highly interactive, engaging, and passionate about the impact of mindfulness on creating our best self, which benefits not only ourselves, but everyone we encounter. Attend this session and ignite your resilience!

10:45 – 11:00 am BREAK

11:00 am – 12:00 pm **BECOMING UNSTOPPABLE**

*Wendy Roach, RDMS, CHAM, Public Speaker, Consultant, Educator, Author, Model, Volunteer, and Regional Director of Patient Access*

Learn the lessons that Wendy applied to her life to help in your journey to becoming unstoppable.

Learn techniques for countering negative self-talk that stops you in your attainment to greatness.

Learn an organized way to maintain balance for staying on track.

12:00 – 1:00 pm LUNCH

1:00 – 2:15 pm **WOMEN IN HEALTHCARE LEADERSHIP PANEL**

*Kim Osinaike, CRCR, Regional Director, Revenue Cycle, Patient Access Services, Advocate Aurora Health*

*Jayne Cramer, BA, CRCR, Manager Revenue Cycle, Refunds, Advocate Aurora Health*

*Erin Rowden, Director of Client Relations, Americollect*

*Adrienne Lovett, PhD, MBA, CCS-P, Vice President Revenue Cycle Coding & Health Information Management, Advocate Aurora Health*

*Rebecca Haymaker, VP of Client Success, KeyCare*

Join leaders from across Wisconsin, in healthcare-related organizations for a conversation on career paths, empowering women leaders, the future of healthcare, and more. In this session, the panelists will reflect on past experiences, share lessons learned, provide insights, and offer advice on how to ignite the spark in everyone's career.

2:15 – 2:30 pm BREAK

2:30 – 3:30 pm **IGNITE YOUR SPARK WITH PURPOSE AND PASSION**

*Candace Sanchez, BSIT, MBA, Healthcare IT Professional, Author, Podcast Host, Motivational Speaker and Life Coach, CanTastic Media Productions, LLC*

Candace Sanchez will uplift, inspire and encourage the attendees that your past does not define who you are meant to be. She will share a candid conversation about her career path and how that journey allowed her to reflect and reignite her spark to live every day with purpose and passion. It is never too late to figure out what you want to be when you grow up!

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## THANK YOU TO OUR CONFERENCE SPONSOR



## ABOUT OUR SPEAKERS



**JAYME CRAMER, CRCR**

*Revenue Cycle Manager, Advocate Aurora Health*

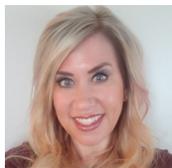
Jayme is a Manager over the Insurance Refund team at Advocate Aurora Health and has been with the organization since 2018. She holds a bachelor's degree in Business Administration and Management from Carthage College. Over the past 15 years Jayme has served in various roles throughout the clinic operations and revenue cycle spaces of healthcare. Her wealth of knowledge, dedication, and mentors have helped her continue to grow in her career. Jayme is a passionate leader who enjoys collaborating, coaching, learning, and networking. When Jayme is not leading her fantastic work family, she can be found spending time outdoors, trying new recipes, occasionally teaching a dance class, and most importantly spending time with her supportive husband and two amazing daughters.



**RANDY FOX**

*FoxPoint LLC*

Randy Fox's incredible energy, leadership expertise, and undeniable stage charisma all come together to engage audiences and help people transform their professional and personal lives. Audiences love his authenticity, humor, and captivating stories. Prior to becoming an international award-winning speaker, author, and coach, Randy earned his stripes with 23 years as an NCAA basketball official and 20 years filled with much success (and some failure too) as a corporate operations and sales leader. He is a professional member of the National Speakers Association, has written several prestigious books, and is fully aware that his 10-year-old daughter has more artistic ability than he.



**LISA HARE**

*Well Being Coach, Best Mindful Coaching, LLC*

Lisa Hare holds a Master's degree in Organizational Leadership and Administration with a focus on Mindfulness in Leadership. She is a Certified Mindful Health & Wellness Coach, a Level 2 Reiki Practitioner, and an active yogi. Lisa is a Wellbeing Coach with LifeXT by Mindful, a resiliency-based coaching organization, and has her own practice, Best Self Mindful Coaching. She feels blessed to have facilitated everything from keynote speeches to workshops to department in-services to one-on-one coaching and has recorded numerous guided meditations to support resiliency in health care. Lisa believes this is a calling and loves to help people be their best selves through the power of mindfulness.



### **REBECCA HAYMAKER**

*Vice President of Client Success, KeyCare*

Rebecca Haymaker has worked in healthcare for over 20 years. She started her career as a Project Manager at Epic where she led system implementations for health systems across the nation. She then transitioned into an operations role at UW Health where she was their Director of Registration and Technical Services. After UW she went to work for a revenue cycle consulting company called The Wilshire Group as their Vice President of Revenue Cycle Services. She also served on the Board of Directors for Group Health Cooperative in Madison and chaired their Business Strategy committee. Recently she took a leap of faith and joined virtual health start-up KeyCare as their Vice President of Client Success. She works hard by day and is a proud soccer mom by night.



### **ADRIANNE LOVETT, PHD, MBA, CCS-P**

*Vice President Revenue Cycle Coding and Health Information Management, Advocate Aurora Health*

Adrienne serves as the Vice President of Coding & HIM for Advocate Aurora Health. She is a content expert on leadership development, medical coding systems, revenue cycle strategies, adult education practices, change management concepts, and health information system strategies. Adrienne has published a dissertation on ICD-10 and change management in complex health systems. And Adrienne holds over 28 years of combined experience in the healthcare industry as a team member, leader, instructor, and consultant.



### **KIM OSINAIKE, CRCR**

*Regional Director, Revenue Cycle, Patient Access Services*

Regional Director, Patient Access Services with Advocate Aurora Health for 12 years, leading Patient Access and Communications teams in the South and Central West PSAs. Experienced Revenue Cycle leader, active member in American College of Healthcare Executives (ACHE), National Association of Healthcare Access Management (NAHAM), Health Information and Management Systems Society (HIMSS), Healthcare Financial Management Association (HFMA) and President of Association of Illinois Patient Access Management (aIPAM). Committed to team member growth, safety and quality measures, and patient satisfaction. Holds a B.S. in Health Administration and will graduate in the fall of 2023 with dual MHA/MBA degrees.

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## **WENDY ROACH, RDMS, CHAM**

Wendy Roach, RDMS, CHAM, is a public speaker, consultant, educator, author, model, volunteer, and Regional Director of Patient Access at a top 10 healthcare organization in the United States. Wendy holds a degree in Diagnostic Medical Sonography with certifications from the American Registry for Diagnostic Medical Sonography in obstetrics and gynecology. Wendy is currently working on her Ph.D. in Organizational Leadership and is Miss Plus Intercontinental 2021 with the Miss Plus World Organization. Whether walking the runway at New York Fashion Week or speaking on a global stage, Wendy is determined to create a positive impact on individuals around the world as part of her legacy building journey. To follow Wendy on her journey visit [www.wendymroach.com](http://www.wendymroach.com).



## **ERIN ROWDEN**

*Director of Client Relations, Americollect*

Erin Rowden serves as Director of Client Relations at Americollect. Erin has a strong background in the medical field on both the client and client relations side. Previously she was Client Services Manager for Medirevv and Central Business Office Supervisor for Gillette Children's Specialty Healthcare. Erin prides herself on building strong relationships with clients as an important part of mutually successful partnerships. Erin is currently serving on the Wisconsin HFMA Board of Directors and has a Bachelors Degree in Business Administration and Management from Arizona State University.



## **CANDACE SANCHEZ, BSIT, MBA**

*Director of Health Informatics Technology and Strategic Partnerships,  
Advocate Aurora Health*

Candace Sanchez was born and raised in Racine, WI. Her Racine roots provided her a strong foundation to be a successful Latina woman and prides herself on being a servant leader in the very same community where she grew up. She is a proud board member of the non-profit organization, Por La Gente (PLG) Association in Racine. Besides her community engagement, she is also a dynamic Healthcare IT leader. She has been in the healthcare IT field for the past 30 years and currently serves as the Director of Health Informatics Technology, Strategic Partnerships with Advocate Aurora Health. Above all, her focus to help youth is deep and personal. A troubled youth herself, Candace now shares her story of transformation and resilience that allows her to find happiness in her career, family and most importantly, within herself. Candace is a true testimony that no matter what your story is, it is powerful and impactful. If you have ever dreamt of sharing your truth, have faith, get focused and know that your voice is the most powerful tool you have to make a difference in this world.