

2023 Mid America Summer Institute Aug. 7-9 • Minneapolis

Igniting the Spark

FOR HEALTHCARE TRANSFORMATION

HFMA Region 8

GREATER HEARTLAND • IOWA • MINNESOTA • NEBRASKA
NORTH DAKOTA • SOUTH DAKOTA • SUNFLOWER



KNOWTION HEALTH PRESENTS:

Future Proofing Revenue Cycle Processes & People...

What's Now, What's Next?





Topic Flow & Time Horizon:

- Welcome, Housekeeping & Overview (5 minutes)
- Executive Introductions & System Overview (15 minutes)
- Personal/ Professional Leadership Evolution (10 minutes)
- Succession & Staffing Challenges within Revenue Cycle (10 minutes)
- Q&A (10 minutes)





Leadership, Succession & Staffing Objectives:

- Strategies for building culture through conscious leadership
- Discover the importance of planning for succession
- Explore staffing challenges, how they impact the revenue cycle, and innovative ways to combat them



Your Moderators



Cathy Price, CHFP, CRCP
Senior Vice President



Cathy Price serves as SVP, of Client Development at Knowtion Health and has over 25 years of experience in the healthcare industry working in professional and hospital revenue cycles.

Cathy resides in the mountains of Front Royal, VA with her 2 children and enjoys camping and gardening, as well as keeping up with her former DC Roller derby team members. Cathy completed her CHFP in 2022 and is an active board member with the DC/VA HFMA chapter.



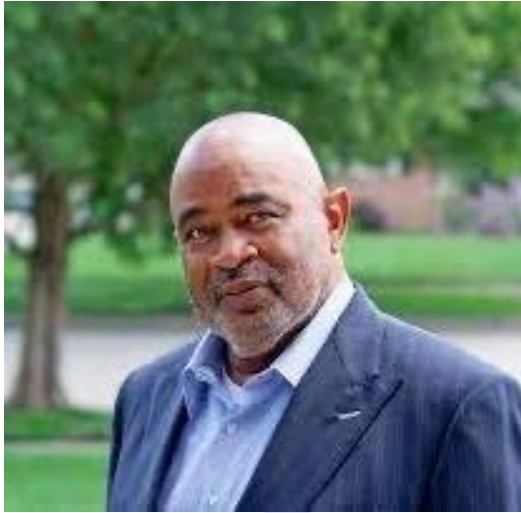
Cally Christensen
Regional Vice President



Cally and her “flock n’ family” live at 10,000 ft. on a working ranch, in the heart of the mountains of Central Colorado. She has spent over two decades creating strategy and partnerships within the healthcare revenue cycle.

Over the past ten years she has actively attended the Colorado HFMA, the Board of Directors of AZ HFMA, and now supports New Mexico HFMA as a Director. As a national speaker, facilitator & keynote Cally’s dynamic and engaging presentation style drive immediate results & lasting solutions.

Introducing...



Phillip E. Brooks
Vice President, Revenue Cycle



Phillip Brooks is a seasoned revenue cycle executive with experience as an advisory consultant with emphasis on revenue cycle enhancements and margin improvement.

His journeys include serving as an interim Vice President in the Philadelphia healthcare market, with stretches in Ohio and Indianapolis.

Phillip is an advocate for marginalized patients and supports legislation to ease medical financial burdens on this segment of the population.

He has volunteered at the Salvation Army and has served on several advocacy boards.

About Hennepin Healthcare...



“Fast Facts”

*484-bed Academic
Hospital*

26 Clinics

Multiple Specialties

Approx. 7,300

Employees

Hennepin Healthcare is an integrated system of care that includes a nationally recognized Level I Adult and Pediatric Trauma Center

The healthcare system includes a 484-bed academic medical center, a large outpatient Clinic & Specialty Center

Hennepin Healthcare has a large psychiatric program, home care, and operates a research institute and philanthropic foundation.

Hennepin Healthcare includes Emergency Medical Services, which operates a large fleet of ambulances serving 14 cities in Hennepin County.

The system is operated by Hennepin Healthcare System, Inc., a subsidiary corporation of Hennepin County.

The Hennepin Health Story...



Challenge

(Perceived Inequities & Racism)

- Health disparities result from multiple factors, including
 - Poverty
 - Environmental threats
 - Inadequate access to health care
 - Individual and behavioral factors
 - Educational inequalities

- National Institute on Minority Health and Health Disparities (NIMHD) revealed that in 2018, racial and ethnic health disparities cost the U.S. economy \$451 billion
- Disparities occur across many dimensions, including race/ethnicity, socioeconomic status, age, location, gender, disability status, and sexual orientation
- We are educating our team, training the team with a comprehensive training program
- We are partnering with the community to ensure all patients are welcomed and have access to quality care

“We are one of a few hospitals who have embarked on a DEI journey as racism is seen as a public health crisis.”

Introducing...



Chelsea Raukar, RHIA
*System Director, Revenue
Integrity Billing & Claims*



- Proven Strategic and visionary leader that has 17 years of end-to-end Revenue Cycle experience with mastery in Middle Revenue Cycle services and functions.
- Has a passion for leading teams through complex change - leveraging innovation and inspiration to surpass expectations and goals by elevating people, building trust, and painting vision to reimagine essential foundational structures.
- Graduate of Minnesota's own College of St. Scholastica where she holds a degree in Health Information Management with a minor in Computer Information Systems.
- Served as an inaugural member of the National Association of Hospital Revenue Integrity leadership council since 2020.

About M Health Fairview...



“Fast Facts”

10 Hospitals

60 Clinics

100+ Specialties

Approx. 34k Employees

5000+ Aligned

Physicians

- M Health Fairview is a partnership between University of Minnesota, University of Minnesota Physicians, and Fairview Health Services.
- Named one of the Top Ten healthcare systems in the US by Thomson Reuters.
- The University of Minnesota Medical Center in Minneapolis was also recently recognized by U.S. News & World Report as a top hospital in the United States for treatment in six different specialties.
 - Top 10 U.S. public research university with world-class academics, award-winning faculty, and state-of-the-art facilities.
- Fairview Ridges in Burnsville and Fairview Southdale in Edina as "Distinguished Hospitals for Clinical Excellence," with each ranking in the top 5% of hospitals in the area.

The M Health Fairview Story..



Challenge

Continued advancement of the Healthcare Market in a smarter way that works for our people.

University of Minnesota Medical Center

Founded in 1888, the University of Minnesota Medical School draws on 135 years of improving medicine through education, scientific discovery, and giving patients innovative and compassionate care.

- M Health Fairview University of Minnesota Medical Center is located in the health sciences complex on the University of Minnesota East Bank Campus in Minneapolis.
- University of Minnesota Masonic Children's Hospital Sister organization for University of Minnesota Medical Center, just across the Mississippi river from the main campus hospital.

Fairview Health Services

Founded in 1906 and headquartered in Minneapolis, Minnesota, Fairview Health Services is a nonprofit Integrated academic health system that includes clinics, hospitals, senior services, pharmacy, clinical research.

- 1997 Fairview Operations +University Hospital

M Health Fairview

2019 partnership and brand that represents the collaboration among three separate entities: the University of Minnesota Medical School, University of Minnesota Physicians, and Fairview Health Services.

- Combines the University's deep history of clinical innovation and training with Fairview's extensive roots in community medicine.
- Partnership allows for the seamless transition of cutting-edge research breakthroughs right to the clinic.
- Focus on continued healthcare breakthroughs while improving Access to Care and Patient Digital Journey- Recasting how we look at Healthcare

Introducing...



Sharon Kelley, MBA, CPA
Chair, Mayo Clinic Revenue Cycle



Sharon Kelley serves as the Department Chair of Revenue Cycle, in which she oversees all revenue cycle functions

Sharon first joined Mayo Clinic in 2019 as the Chief Financial Officer for the Mayo Clinic Health System.

Prior to her work at Mayo Clinic, Sharon served in various leadership roles, including as Chief Financial Officer for Gateway Health Plan in Pittsburgh, PA, and as Chief Financial Officer of MetroHealth in Cleveland, OH.

Sharon also consulted for numerous health system clients during her tenure at Booz Allen Hamilton.

Sharon received her Bachelor of Science in Accounting from Duquesne University in 1981 and her Master of Business Administration from the University of Pittsburgh in 1989.

She is a Certified Public Accountant and an adjunct Professor at Georgetown University and the University of Pittsburgh.

About Mayo Clinic...

MAYO CLINIC



“Fast Facts”

16 Hospitals

56 Clinics

Multiple Specialties

Mayo’s 4k+ providers and 76k staff serve over 1.4 million unique patients annually from all 50 states and 140 counties

In 2022, Mayo generated over \$16 billion in revenues, a little under 600m in operating income and 2 billion in net income.

Our hospitals and practices just received the #3 rank on the Forbes list of top large employers and was awarded Epic’s 2022 Overall Pulsar award last August.

Our revenue cycle team of over 2k badged staff spanning 43 states process and post over \$13 billion in cash annually as well as service, value-based programs with nearly 200k attributable lives

What's So

Most Common Characteristics

Boomers

Age 58+

- Build relationships
- Prefer Teamwork
- Emotional
- Flexible
- Trust People and Ideas
- Traditional
- Diplomatic

Gen X

Age 43-58

- Logical
- Focused
- Competitive
- Embrace Risk
- Decide Quickly
- Call the Shots
- Try it Out
- Brush off Mistakes
- Resourceful

Millennials

Age 28-43

- Value Individual Work
- Seek feedback
- Question People and Ideas
- Methodical (love Excel)
- Dislike Ambiguity
- Know their value
- Structured
- More likely to be introvert than Boomers or X

Gen Z

Age 18-28

- Social Media Savvy
- Pragmatic
- Less-positive life outlook than all other generations
- Strong sense of personal expression
- Demand purpose
- Hold leaders accountable



Leadership Styles

What is your current leadership style and how has it changed?

Personal Leadership v. Professional Leadership





How are you growing your talent ?

Succession Planning
Sponsorship v. Mentorship





The State of Staffing

What are the biggest staffing challenges facing your organization?

How are you addressing challenges (Onsite, Hybrid &/or Remote model)

What's now/ What's next?

Career

Success

Opportunity



What Questions Do You Have?



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Senior Vice President



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Come to our booth, to continue the conversation...