Revenue Cycle: Reimagining for a More Efficient Tomorrow

Thursday, January 17 AND Friday, January 18, 2019
Gillette Stadium, West Clubhouse, One Patriot Place, Foxborough, MA 02035

Welcome to the expanded 2019 HFMA Revenue Cycle Conference! Follow us on social media at #HFMA_MA_RI. This year’s conference includes expanded educational and networking programs with both days being held at The Putnam Club at Gillette. The agenda includes hot topics and a diverse range of expert speakers focused on helping you and your team meet the challenges of a changing healthcare finance landscape! Join us to learn how healthcare organizations can impact the bottom line with strategies including award winning culture, team engagement and consumer-driven focus. Conference sessions will raise awareness of patient experience and social determinants of health as components of the economics of healthcare. Our expert speakers will present cutting edge strategies around price transparency, prior authorizations, revenue integrity, population health, patient financial experience and vertical integration of the revenue cycle. In addition to great educational content, we’ll hit the ground running with our “Kick-off Brunch,” providing opportunities to connect attendees with valued business partners. Our very popular mid-conference social reception returns on Thursday at Splitsville. The educational program will close on Friday with a presentation by Dan Shaughnessy, award-winning sports columnist for the Boston Globe, followed by a networking reception and door prize drawings!

Attendees will gain the following from this conference:

- Knowledge of social determinants of health and impact on revenue cycle;
- How to build an award winning culture that impacts the bottom line;
- How to improve the patient financial experience;
- Best practices and latest tactics in prior authorizations;
- How to thrive in a consumer-driven landscape; and
- How to use employee engagement to increase productivity

Program/Education Committee Chair:
David Tolley, Latham & Watkins

Program Coordinators:
Will Coz, Sharecare Health Data Services
Jenny M. Davies, FHFMA, Baystate Medical Center
Michael Willette, VNA Care
Day – 1  Thursday, January 17, 2019  The West Putnam Club, One Patriot Place, Foxborough, MA

9:30 - 10:45  
Check In at Registration, Visit Exhibitors, and Network

10:30 – 12:30  
Attendee Kickoff Brunch  
Main Meeting Hall
Join us for brunch! Learn about the valuable products and services that our vendors and sponsors offer while you enjoy a delicious brunch with mimosas. Get a head start on our popular vendor booth game and settle in for the two days of educational offerings and win prizes while you reconnect with your colleagues.

10:45 – 11:00  
Welcome and Opening Remarks
Garrett Gillespie, President, HFMA, MA-RI Chapter

11:00 - 11:50  
Keynote: “Culture is THE Cornerstone:” How to Have an Award-Winning Culture that Impacts Your Bottom Line
We are living in a competitive world for top talent. The average tenure of an employee is only three years and the costs of turnover are exorbitant, reporting to be up to 50-100% per position’s salary. As a result, companies are being forced to look inward; focusing on creating and maintaining a company culture that not only attracts the most talented people, but also optimizes their skillsets and (most importantly) retains its employees. Hear from an expert in Corporate Culture and 22-time “Best Work Place” Award winner, Jenna Lynch, on why Culture is THE Cornerstone of your business and how to transform your company into an award-winning culture that impacts your bottom line.

Speaker: Jenna Lynch, President & Chief Client Officer, the Extreme Leadership Institute

11:50 - 1:05  
Patient Experience Panel Discussion
Massachusetts was the first state in the nation to mandate that each hospital have an active Patient-Family Advisory Council (PFAC). As revenue cycle leaders, we recognize that our interactions span the entirety of the healthcare experience for all of our patients. During this panel discussion among PFAC professionals, we will explore the many advances made at multiple hospitals to improve revenue cycle experiences and the opportunities that remain. The economics of healthcare don’t allow us to say “this won’t hurt a bit,” but thoughtful advances in patient financial experiences can help us all provide improving care to our patients and families.

Moderator: Richard Corder, Wellesley Partners  
Panelists:  
Dr. Elizabeth Brady, Provider Leader, Patient Experience, Baystate Health  
Nancy Michaels, Public Speaker and Business Development Consultant  
Kevin Pawl, Senior Director, Patient Access, Boston Children’s Hospital

1:05 - 1:15  
Break, Visit Exhibitors and Network

1:15 - 2:30  
What's the COST: Can Organizations Support Transparency?
The patient financial experience is becoming increasingly important to hospital margin and the foundation of a patient’s general medical experience. This session will bring in perspectives from both front-end registration and pharmacy, which both touch and impact the patient financial experience. The Managing Editor of HIMSS will facilitate a discussion about challenges in the market today, where regulations may be headed, and what conversations both payers and providers should be in today to meet the changing healthcare landscape.

Moderator: Beth Sanborn, Managing Editor, Healthcare Finance News/HIMSS Media  
Speakers:  
Heather Kawamoto, Chief Product Officer, Recondo Technology  
Alena Harrison, Senior Director of PBM Innovation, CVS  
Joann Barnes-Lague, Revenue Cycle Director, Shields Health Care  
Asha Strazzero-Wild, Vice President, Precision Xtract, Precision Medicine Group  
Julie Gerdeman, President, HealthPay24

2:30 - 3:30  
Transforming the Revenue Cycle to Survive and Thrive in a Consumer-Driven Landscape
There’s much at stake for a patient pay strategy that differentiates a health system and creates loyal consumers. What are the requirements to balance a consumer’s expectation for personal experience with the organization’s demands for efficient service delivery and profitability? And knowing that younger generations regard convenience almost equally with outcomes, what are the tactics to create “stickiness?” Join us to hear...
3:30 - 3:40  Break, Visit Exhibitors and Network

3:40 - 4:30  Thursday Breakout Sessions: Choose One

**Investing in Social Services as a Core Healthcare Strategy**
Investing in Social Services as a Core Healthcare Strategy: The impact of Social Determinants Of Health (SDOH) as drivers of medical utilization, cost, and health outcomes is widely researched and acknowledged. Evidence suggests that as much as 40% of health outcomes are related to SDOH such as housing, education, poverty, nutrition and loneliness. Despite widespread acknowledgment of the importance of addressing SDOH to improve outcomes and lower costs, investments in SDOH tend to be modest in scale and temporary. Over the course of a year, KPMG and the Commonwealth Fund researched how to accelerate the integration of services to address social needs into healthcare business operations. Though the perception is that it can take 5-7 years to see ROI for spending on social services, we created a guide for how to obtain ROI within 12-18 months.

**Speaker:** Eveline van Beek, Managing Director of KPMG, Chicago

**How to Play Ball with Prior Authorizations**
As the Payer prior authorization game becomes harder to play, healthcare providers and physicians struggle to keep track of the rules and guidelines. New prior authorization requirements come into play as Payers change the game, and added levels of complexity are increasingly difficult to beat. Being on losing side of the final score means loss of revenue, administrative burdens, and poor patient experience due to delays in care.

**Speaker:** Peter Angerhofer, Principal, Colburn Hill Group

5:00 – 8:00  Networking Event at Splitsville/Howl at the Moon  
**Event Sponsored by Parallon**  
**Door Prize Sponsored by Revint Solutions**
Join your HFMA colleagues, our host Parallon, and our other valued vendors/sponsors at HFMA's private social event at Splitsville Luxury Lanes, Restaurant and Bar. Splitsville is a 20,000 square-foot bowling, dining, and entertainment complex located at Patriot Place. This event provides an opportunity to network after the Thursday conference with fellow attendees and relax a bit as you look forward to Friday’s exciting program. The party includes lane-side food, with traditional mouth-watering buffet options, private tables, and bar. Challenge your friends and colleagues to ten-pin bowling at the private reserved bowling lanes. Get an early jump on your vendor game piece for Friday and qualify for bonus prizes. The private party ends at 8:00, but the fun continues through the rest of the evening. Wrist-bands for this private event will be distributed at Thursday’s registration. We encourage all attendees to wear your favorite sports team shirts!

Located at 220 Patriot Place, Foxborough, MA
**Moderator:** Joe Kimura, MD, MPH, Chief Medical Officer, Atrius Health  
**Panelists:** Chris Jasinski, Director Quality and Health Analytics, Health New England  
Leslie Carver, Interim Executive Director, Boston Medical Center ACO  
Kevin Splaine, Executive Vice President, Care Integration & Management, BCBS of Rhode Island

**10:15-10:45 Break, Visit Exhibitors and Network**

**Friday Morning Breakout Sessions: Choose One**

**10:45 - 12:00 Using Employee Engagement to Increase Productivity**  
In this session, Karen and Melissa discuss how The CCS Companies simultaneously increased recoveries and employee satisfaction through the use of inventive techniques that addressed the issues of employee motivation, compensation and retention. Attendees will learn how to measure and analyze key areas of opportunity as well as learning real-world techniques that can be adopted and implemented by both providers and sponsor partners.  

**Speakers:** Karen Hartzell, Vice President, Operations, The CCS Companies  
Melissa Price, Vice President, Training and Quality, The CCS Companies

**10:45 - 11:35 Best Practices to Ensure Financial Assistance Policy Compliance**  
Hospitals have requirements from both the IRS and CMS pertaining to financial assistance policies, however good communication with patients in speaking about healthcare finance is essential in administering the Financial Assistance Policy. The presentation will cover: A regulatory update of Code Section 501(r) tax law changes; IRS developments and regulations, best practices and practical recommendations applicable to tax-exempt hospital facilities; A regulatory update from CMS on the Overview of Transmittal 11, MLN Matters Special Edition Article SE17031 and the Q & A’s CMS issued on the Cost Report Worksheet S-10; Best Practices in the development of a financial assistance policy; Patient Friendly approaches to administering the financial assistance policy and some recommended scripting and talking points; Importance of internal collaboration between Finance and the Revenue Cycle.  

**Speaker:** Kathy Ruggieri, Principal, Withum  
Scott Mariani, Partner and Practice Leader of Healthcare Services, Withum

**10:45 - 12:00 A Touchless Real-Time Authorization Process Is Here**  
What business problem will TTAP solve? Payers & Providers have long expressed frustration & burnout navigating prior authorization (PA) complexities & inefficiencies in manual processes that require long hours per patient to achieve necessary follow-up. Physicians indicate staff members spend an average of 20+ hours/week obtaining PA requests and it can take an average of six to seven days to close a request causing scheduling delays and/or increase in AR days. Combined time spent on PAs translates into upwards of $45 per transaction costs for healthcare. In a qualitative study led by the AMA, PAs were the 3rd highest source of dissatisfaction, often cited by providers as a significant burden. Approximately 90% of physicians interviewed reported that the process sometimes, often, or always delays access to care. Real-time authorization will eliminate delays and negative impact to providers’ quality measure results and will eliminate workflow inefficiencies limiting organizations readiness for VBC.  

**Speaker:** Murali Athuluri, Managing Consultant, New England Health Exchange Network

**12:00 - 12:45 Luncheon Sponsored by Grafil Associates, Visit Exhibitors & Network**

**12:45 - 2:00 Keynote: Culture of Engagement - Why/How to Build Passionate, Engaged Teams**  
The presentation will provide participants with the ability to re-engage in their work and rediscover their enthusiasm. This will be an entertaining, interactive, and informative session. Everyone in attendance will walk away with actionable steps for improving their own life and inspiring those around them. How to reclaim enthusiasm and re-engage in your work:  
- Overcoming negative situations  
- Building individual confidence  
- Techniques for inspiring others  
- Rediscovering meaning in your role  

**Speaker:** Joshua M. Evans, Corporate Culture Consultant, joshuamevans.com
2:00 - 2:30  
**Break, Visit Exhibitors and Network**

2:30 - 3:45  
**Friday Afternoon Breakout Sessions: Choose One**

**Building a Revenue Integrity Program**
Revenue Integrity means something a little different to each organization. Organizations are increasingly under more scrutiny to protect their revenue. Learn what needs to be done to secure current revenue and explore common areas of opportunity to uncover additional revenue. While Medicare’s rules and regulations are established as the founding principles, we’ll also explore how commercial payer rules cannot be ignored. You’ll walk away with an enhanced understanding of the core principles of Revenue Integrity and how to build a successful program.

**Speaker:** Robert M. Gilbert, Senior Manager, Healthcare Consulting, Baker Newman Noyes

**How Consumer Technology is Reshaping Patient Collections**
Collecting patient receivables is time consuming, expensive, and frustrating; to make matters worse, patients see it the exact same way. While many facilities are transitioning to more consumer-friendly (and less expensive) processes, join us for an information-packed session where you will learn how innovative technologies are reinventing engagement, information-sharing, and collection from patients. Out with endless phone calls and expensive paper bills! In with consumer-friendly digital billing, text alerts, and online payments! Please explore with us the new world, where smart automation can increase your profits and patient satisfaction, while greatly reducing headaches.

**Speaker:** Tim Cole, Chief Customer Officer, MPX

**Vertical Integration of the Revenue Cycle**
Healthcare organizations must ensure that technology is fully utilized and in-sync with the revenue cycle processes to guarantee successful account processing and reduce revenue leakage. This session will focus on the importance of syncing the two throughout the revenue cycle – from the patient’s first contact through payment.

**Speaker:** Mindy Kilroy-Cauley, Senior Vice President, Consulting & Supplemental Support, Revint Solutions

3:45 - 4:00  
**Break, Visit Exhibitors and Network**

4:00 - 5:00  
**Closing Celebrity Speaker: Dan Shaughnessy**
Dan Shaughnessy is a sports columnist for the Boston Globe. He was born in Groton, MA, graduated from Holy Cross, and covered Major League Baseball for the Baltimore Evening Sun and the Washington Star from 1977-81. He joined the Boston Globe in 1981 and has been a sports columnist since 1989. In December of 2015, he was named winner of the J. G. Taylor Spink Award for meritorious contributions to baseball writing. He was honored and received his award at Baseball’s Hall of Fame weekend in Cooperstown in July of 2016. Shaughnessy has been named Massachusetts Sportswriter of the Year eleven times and has been voted nine times as one of America’s top ten sports columnists by the Associated Press Sports Editors. Shaughnessy has written twelve books, including *The Curse of the Bambino*, *Francona*, and *Senior Year*. He makes regular appearances on 98.5 FM “The Sports Hub”, WHDH SportsXtra, and Comcast Sports New England.

5:00 – 7:00 **Door Prize/Game Drawings and Networking Reception**  
Main Meeting Hall  
Please plan to stay for our popular post-program networking cocktail after-party! Relax with your colleagues, make new connections, and enjoy hors d’oeuvres and perhaps a cocktail. Get a legend’s autograph, win some great prizes, and have a great time!
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### Cost

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### Registration and Payment Options

Registration is Available Online at: www.MA-RI-HFMA.org/Event-Registrations. Payment (cash/check/credit card) is DUE on/before meeting date. If paying by check, you can now print your own invoice on the "My Registration" page. Logon to the Cvent event page, Under Print Options on the top header, click Print Invoice. When mailing a check, please make payable and sent to: HFMA Massachusetts-Rhode Island Chapter 465 Waverley Oaks Rd, Suite 421, Waltham, MA 02452 Deadline for registration/cancellation: 4 p.m. Thursday, January 10, 2019 Cancellation Policy: Cancellations made one week prior to the program will receive a full refund. Attendees must cancel their own registration by logging on to the Cvent event page, using their unique confirmation code.

### CPE and CEU Credits

To obtain CPE Credits, attendees will be responsible for documenting their attendance by signing in and out of the session. HFMA MA-RI National Sponsor Registry Number: 129053

### Conference Schedule Overview

**Thursday, January 17, 2019**
- 9:30: Registration & Vendor Showcase
- 10:30: Kickoff Brunch & Keynote
- 11:50: Patient Experience Panel
- 1:15: Transparency Panel Discussion
- 2:30: Consumer Economics & RevCycle
- 3:40: Choose One of Two Breakouts
- 5:00: Networking Event at Splitsville

**Friday, January 18, 2019**
- 7:00: Registration & Breakfast with Exhibitors
- 9:00: Keynote Presentation
- 10:45: Choose One of Three Breakouts
- 12:00: Luncheon & Keynote Presentation
- 2:30: Choose One of Three Breakouts
- 4:00: Closing Celebrity Speaker
- 5:00: Networking Event in Main Meeting Hall

### Contacting the Office

Comments or Questions? Reach us at admin@ma-ri-hfma.org or 781-647-4422

Please Note: Dress is Business/Business Casual. Handouts will NOT be available at the meeting. Free parking is available at Gillette Stadium.

Refer to Event Website for HFMA Hotel Block information.

Presentations will be online at www.MA-RI-HFMA.org for viewing and printing.

**2019 Exhibitor Listing**

- ACA of Boston
- Accelerated Claims Inc (ACI)
- Addison Group
- Advanced Patient Advocacy ARMS, LLC
- Artifact Health
- Baker Newman Noyes
- Balanced Healthcare Receivables, LLC
- Bankers Healthcare Group
- BDM International
- BerryDunn
- BESLER
- Bolder Healthcare Solutions, a Cognizant Co.
- CBS
- Change Healthcare
- Claim Assist
- ClearBalance
- Clinical Financial Resource, Inc.
- Colburn Hill Group
- CommerceHealthCare
- Credence Resource Management
- Culbert Healthcare Solutions
- EOS Healthcare
- eSolutions, Inc.
- Gragil Associates
- HBCS
- himagine solutions, inc.
- Instamed
- Integrated Revenue Integrity
- LogicHealth
- MedAptus
- Medfinacial
- Med-Metrix
- MindLeaf Technologies, Inc.
- MiraMed Global Services
- MPX
- Navigant
- nThrive
- Optum360
- Orthobrg
- Ovation Revenue Cycle Services
- Panacea
- Parallon
- PatientKeeper
- PNC Healthcare
- Promedical
- PV Kent & Associates
- Revint Solutions
- Rossi Law Offices, Ltd
- SBSC
- Sharecare Health Data Services
- TruBridge
- Virence Health
- VitalWare
- Vyne Medical
- Waystar
- Withum
- Xtend Healcare

**Additional Information**

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### CPE and CEU Credits

Up to HFMA 13 / CPE 13

HFMA 13 National Sponsor Registry Number: 129053

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- 9:00: Keynote Presentation
- 10:45: Choose One of Three Breakouts
- 12:00: Luncheon & Keynote Presentation
- 2:30: Choose One of Three Breakouts
- 4:00: Closing Celebrity Speaker
- 5:00: Networking Event in Main Meeting Hall

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**NASBA Continuing Educational Credits (CPE)**

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HFMA Massachusetts-Rhode Island 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 the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website:

www.nasbaregistry.org