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22nd Annual
 Revenue Cycle
 Conference:
 Both Days at
 Gillette Stadium

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

Agenda Continued: Reimagining for a More Efficient Tomorrow

how your peers are transforming their revenue cycle workflow and patient pay experience to solidify their organization as the care location of choice in their market.

Moderator: Tom Cook, Northeast Region VP, Business Development and Sales, Clear Balance
Pattie Kloehn, President and CEO, HealthWide Solutions

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

Day – 2

Friday, January 18, 2019

The Putnam West Club, One Patriot Place, Foxborough, MA

7:00 – 8:45

Registration, Breakfast and Visit Exhibitors

Breakfast sponsored by

Balanced Healthcare Receivables, LLC

8:45 – 9:00

Welcome and Opening Remarks

Garrett Gillespie, President, HFMA, MA-RI Chapter

9:00 - 10:15

Keynote: Population Health Investment Panel Discussion

Sponsored by SBSC

Three payer/ACO leaders discuss the innovations, strategies and target concepts that are a current focus of managing population health. Whether managing big data, working with community partners or significantly transitioning resources from sick-care to well-care, the perspectives being shared will challenge the status quo and inspire the audience to think differently about the healthcare industry and how success is defined for each of us. The panel will be facilitated by a provider organization representative who has similarly transitioned his/her career towards Population Health. The panel questions will be informed by pre-conference social network banter (#HFMA_MA_RI).

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 Gragil 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!

2019 Exhibitor Listing

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

Conference Schedule Overview

	Thursday, January 17, 2019		Friday, January 18, 2019
9:30	Registration & Vendor Showcase	7:00	Registration & Breakfast with Exhibitors
10:30	Kickoff Brunch & Keynote	9:00	Keynote Presentation
11:50	Patient Experience Panel	10:45	Choose One of Three Breakouts
1:15	Transparency Panel Discussion	12:00	Luncheon & Keynote Presentation
2:30	Consumer Economics & RevCycle	2:30	Choose One of Three Breakouts
3:40	Choose One of Two Breakouts	4:00	Closing Celebrity Speaker
5:00	Networking Event at Splitsville	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 Cvent Event Website for HFMA Hotel Block information.
 Presentations will be online at www.MA-RI-HFMA.org for viewing and printing.

Exhibitor booths will be open from 9:00 to 5:00 on Thursday, January 17th and from 7:00 to 5:00 on Friday, January 18th.
 Please contact Will Coz at william.coz@sharecare.com to become a 2019 Revenue Cycle Conference Sponsor or Exhibitor.

Additional Information

Revenue Cycle: Reimagining for a More Efficient Tomorrow

Cost	Member	Non-Member	Student/Retiree
Full Conference:	\$195	\$295	\$50
Thursday Only (Includes Splitsville):	\$120	\$190	\$25
Friday Only (Includes Closing Reception):	\$150	\$210	\$25

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

up to HFMA 13 / CPE 13 HFMA MA-RI National Sponsor Registry Number: 129053
 To obtain CPE Credits, attendees will be responsible for documenting their attendance by signing in and out of the session.

NASBA Continuing Educational Credits (CPE)

Program Level	Intermediate
Thursday, January 17, 2019	6.0
Kickoff Keynote	Personnel/Human Resources 1.0
Luncheon Panel Discussion	Communications and Marketing 1.5
Afternoon Sessions	Specialized Knowledge 2.5
Afternoon Breakout Sessions	Specialized Knowledge 1.0
Friday, January 18, 2019	up to 7.0
Morning Keynote	Specialized Knowledge 1.5
Morning Breakout 1 & 3	Personnel/Human Resources 1.5
Morning Breakout 2	Specialized Knowledge 1.0
Luncheon Keynote Speaker	Personnel/Human Resources 1.5
Afternoon Breakout Sessions	Specialized Knowledge 1.5
Closing Speaker Presentation	Communications & Marketing 1.0

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