



# Revenue Cycle Co-op

AAHAM, HFMA, WAHAM, WCCMA, & WMCA

April 27-29, 2011

AAHAM, HFMA, WAHAM, WCCMA, & WMCA have come together for the mutual benefit of our members to provide a shared Revenue Cycle education experience. Our organizations are:

AAHAM - WI - Wisconsin Chapter of American Association of Healthcare Administrative Management  
HFMA – Healthcare Financial Management Association  
WAHAM - Wisconsin Association of Healthcare Access Management  
WCCMA - Wisconsin Clinic Credit Managers Association  
WMCA - Wisconsin Medical Credit Association

Agenda Include:

- **Patient Access... A First Impression with Lasting Impact**
- ***Fish Sticks: A Customer Service Experience from Gibson Medical Center***
- ***Pass or Fail: Revenue Cycle Tests are not the Only Way***
- ***Forward Health—Medicaid from A to Z***
- ***Workers Comp Denials***
- ***Provider Based Billing***
- ***All Denials are not Created Equal***
- ***Medicare Advantage Updates***

**Location:** Ho-Chunk, Hotel, Conference Center & Casino

S3214 U.S. 12

Baraboo, WI 53913

[www.ho-chunk.com](http://www.ho-chunk.com)

Hotel Only \$78.00: Reservations at: (800) 446-5550

## Revenue Cycle Co-op

Americollect

PO Box 1565

Manitowoc, WI 54221

AAHAM, HFMA, WAHAM, WCCMA, & WMCA

April 27-29, 2011 ONLY \$150.00

Ho-Chunk Hotel, Conference Center, Baraboo, WI  
Early bird ONLY \$125! Hotel Rate of Only \$78.00!

## Agenda:

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### Wednesday, April 27, 2011

- 3:00-5:00 Board Meetings  
4:00-6:00 Exhibitor Setup  
6:30-9:00 Networking Event in the Wo Zha Wa – Pizza Party

### Thursday, April 28, 2011

- 7:00-8:00 Registration & Deluxe Continental Breakfast – A,B,H,&I  
8:00-8:30 Welcome - E,C,&D

8:30-10:00 **All Denials Are Not Created Equal**  
Ron Camejo & John Thompson Senior Consulting Managers at IMA-Consulting

**Description:** Determining the right denial benchmark to shoot for can be difficult when standards from industry organizations range from targets of 5% to <1%. Experienced denial managers know that decreasing denial rates doesn't always lead to cash in the bank as some denials represent lost cash while others represent misclassified insurance. This presentation will teach participants how to recognize the difference and focus on the right denials; those that represent cash. The presentation will use denial management key performance indicators (KPI) as a lead in to a discussion and exhibit of industry accepted best practice KPIs across the revenue cycle continuum.

10:00-10:30 Coffee Break – Exhibit Hall - A,B,H,&I

10:30-12:00 **Patient Registration... A First Impression with Lasting Impact**  
Daniel Thiry, Managing Principal & Michael Evans, Chief Operating Officer at Revenue Cycle Solutions, LLC

**Description:** As the role of the Patient Registration Department continues to grow, many hospitals and clinics are increasingly challenged to improve the quality of data capture, enhance the level of integration between legacy system and essential bolt-on technologies, and increase the rate of upfront collections; all while improving patient satisfaction. This presentation will demonstrate the process of effectively evaluating your facility's current patient access practices to identify related weaknesses and opportunities. Patient Registration tools will also be discussed including performance metrics, staffing model and upfront collection procedures.

12:00-1:00 Lunch – Exhibit Hall - A,B,H,&I

1:00-2:30 **Breakouts Choice of Sessions 1, 2 or 3**

Session 1: **United Healthcare Q & A – C & D**  
Speaker: Provider Advocate

**Description:** In this session United Healthcare will answer many of your questions regarding claims and how to get them paid. They will suggest ways to get your answers resolved from the various departments. This session is based off of your questions, so please bring them!

Session 2 **Medicare Secondary Payer – Getting It Right the First Time - E**  
Kevin Willis, Claim Services Inc

**Description:** Kevin will put in plain words the Medicare Regulations as they apply to various aspects of Medicare Secondary Payer. Kevin will illustrate an appropriate approach to common and not so common Medicare registration scenarios. He will identify standard pitfalls and how to avoid them. He will also explore impediments to Third Party Liability reimbursement.

Session 3 **Bankruptcy Remedies and Legal Collections: Payday or Pitfall? – G & F**  
Jeffrey Shavlick, Vice President of Finance System of Green Bay, Inc.

**Description:** Session will include the remedies utilized to ensure a "payday" for your organization in bankruptcy and legal collections while avoiding the "pitfalls" with each collection action.

2:30-3:00 Dessert Break – Exhibit Hall - A,B,H,&I

3:00-4:30 **Breakouts Choice of Sessions 4, 5 or 6**

Session 4: **"Fish Sticks" Legendary Customer Service" C & D**  
John D. Currier, CPAM, CCT Executive Director & Revenue Cycle Management at Gibson Area Hospital & Health Services

**Description:** Fish Sticks is a FUN, lighthearted presentation on leading your organization toward providing "Legendary" Customer Service. You will learn how you can improve your work (and personal) environment by using just four simple concepts. This down to earth, realistic approach leaves the audience enthusiastic to do their best for themselves and their customers.

3:00-4:30 **Breakouts Continued** *Choice of Sessions 4, 5 or 6*

Session 5: **ForwardHealth—Medicaid from A to Z “ – E**  
Michelle Werwinski, BA, CPC Wisconsin Medical Society

**Description:** Receive a comprehensive overview of ForwardHealth—from front-desk verification to the explanation of benefits (EOB) — during this session led by Michelle Werwinski. Discussion will include the differences in coverage plans, co-pays and their collection, National Correct Coding Initiative (NCCI) edits, modifiers and where to find them, claim denials and more. Be sure to join this webinar to get your ForwardHealth billing questions answered.

Session 6: **Work Comp Denials – G & F**  
Janell Knutson, - DWD

**Description:** In this session Janell will cover how to handle work comp claims when worker's comp carriers do not respond, fee disputes when payers, denials based on necessity, how are fee scheduled determined, and much more (along with your questions!

5:30-8:30 Exhibitor Faire – Wide Array of Hors d'oeuvres

8:30 Networking Event in the Wo Zha Wa and DJ

### Friday, April 29, 2011

7:30-8:30 Breakfast Buffet – B & H

8:00-8:30 Welcome - E,C,&D

8:30-10:00 **Breakouts** *Choice of Sessions 7, 8 or 9*

Session 7: **Provider Based Billing – Lessons Learned – C & D**  
Dave Snow, Hall Render

**Description:** This session will include a review of the basic provider-based requirements that must be satisfied to bill Medicare for services as provider based to a hospital or critical access hospital. This session will cover how these rules apply to both on and off campus sites, the issues management should address in determining whether to convert operations to provider based status, and the billing and operational challenges hospitals will face in implementing provider based clinics. A significant portion of the session will include a discussion of lessons learned in practice over the past 11 years since the original regulation came out, with ample time for questions.

8:30-10:00 **Breakouts Continued** *Choice of Sessions 7, 8 or 9*

Session 8 **Pass or Fail: Tests are not the only way to assess skill and competency! - E**  
Lorraine Schnelle, Principal Co-founders  
BridgeFront

**Description:** Effective and efficient revenue cycle processes are critical to the long-term success of your organization. Securing payment for the services provided, reducing/eliminating write-offs, both denial and bad debt, and minimizing accounts receivable dollars and aging deterioration is what it is all about. Validating your team has the necessary revenue cycle skill and knowledge is essential to meeting these financial objectives. This program will explore eleven assess / validation methods that are critical to a comprehensive staff assessment program. Examples of each method will be introduced and explored.

Session 9 **Medicare Advantage Updates**  
Raymond (Ray) Swisher, FACHE, Branch Manager,  
Medicare Advantage Centers for Medicare and  
Medicaid Services, Region V Chicago

**Description:** Raymond will explain how Medicare Advantage and other Medicare plans differ from Original Medicare, what you can do to streamline reimbursement, and appeal adverse decisions.

10:00-10:30 Hotel Checkout Break

10:30-12:00 **Quest for Perfection**  
Suzy Favor Hamilton 3 Time US Olympian

**Description:** Suzy's message poignantly describes her journey out of the darkness and the important lessons she learned along the way. It goes beyond the public image to better understand the more human side as well as the stress and challenges of her success. The story has universal appeal to anyone who has ever struggled to find a balance between the expectation of others and the qualities of a life worth living. The final message is one of passion, hope and happiness.

12:00-12:15 Close

**Special Thanks to our  
Current Gold Sponsors:**



### How to Register:

Either Online at: [Click Here](#) or filing out the form to the right.

Room Block Under: WCCMA

**April 20<sup>th</sup> is the Deadline for \$78.00 Room Rate!** Call (800) 446-5550 to reserve your room.

### Cost:

-EARLY Bird Rate before April 15<sup>th</sup> of **ONLY \$125.00/person** Includes all educational meetings, meals, & evening entertainment.

-After April 15<sup>th</sup>: \$150.00

-Guest of Attendee only \$50.00

### Exhibitors:

**Gold - Early Bird \$1,000 (After April 1<sup>st</sup> \$1200.00)** 8 x 10 Booth & 3 Attendees

**Silver - Early Bird \$500 (After April 1st \$700.00)** 8 x 10 Booth & 2 Attendees

**Bronze - Early Bird \$300 (After April 1st \$500.00)** 8 x 10 Booth & 1 Attendee

Email: [Luke@americollect.com](mailto:Luke@americollect.com) for more information.

### Refund Policy:

JOINT Refund Policy: A full refund of the registration fee, less a \$25.00 processing charge, will be granted if a cancellation is received up to 5 days prior to the meeting. A 50% refund, less a \$25.00 processing charge will be granted if a cancellation is received up to 48 hours prior to the meeting. No refund will be granted if a cancellation is received less than 48 hours prior to the meeting. Substitutions with the same organizations are allowable. Exceptions to this policy may be allowed at the discretion of the committee.

### Program Committee:

Connie Campbell, Luke Check, Mary Dodd, Shawn Gretz, Deborah Gustafson, Cindy Lindgren, Kathy Olszewski, Teri Van Enkevort, & Patty Werdin

### Program Information:

- Business casual attire is appropriate at Educational Sessions.
- Casual dress is appropriate for Networking and Evening Events

### Directions & Address:

Ho-Chunk, Hotel, Conference Center & Casino

**Address: S3214 U.S. 12, Baraboo, WI 53913**

From I-90 West: Take Exit 92 toward Baraboo. Turn left on US-12 East and find the Ho-Chunk Casino about 3 miles down the road.

From I-90 East: Take Exit 92 onto US-12 East toward Baraboo.

Find the Ho-Chunk Casino about 3 miles down the road.

## Registration Form: Please make Checks Payable to: WCCMA

### Organization

**Early Bird Rate Before April 15th = \$125.00 After April 15th = \$150.00**

### Attendee Names

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Please Circle all that apply: · · AAHAM · · HFMA · · WAHAM · · WCCMA · · WMCA

Please Circle which Breakout:

Thursday 1-2:30	Breakout 1	2	3	NA
Thursday 3-4:30	Breakout 4	5	6	NA
Friday 8:30-10	Breakout 7	8	9	NA

Any Dietary Restrictions?: \_\_\_\_\_

### Attendee 2:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Please Circle all that apply: · · AAHAM · · HFMA · · WAHAM · · WCCMA · · WMCA

Please Circle which Breakout:

Thursday 1-2:30	Breakout 1	2	3	NA
Thursday 3-4:30	Breakout 4	5	6	NA
Friday 8:30-10	Breakout 7	8	9	NA

Any Dietary Restrictions?: \_\_\_\_\_

### Attendee 3

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Please Circle all that apply: · · AAHAM · · HFMA · · WAHAM · · WCCMA · · WMCA

Please Circle which Breakout:

Thursday 1-2:30	Breakout 1	2	3	NA
Thursday 3-4:30	Breakout 4	5	6	NA
Friday 8:30-10	Breakout 7	8	9	NA

Any Dietary Restrictions?: \_\_\_\_\_

Wed & Thur Evening Guest Social Pass \$50 Guest Social Pass only available with purchase of Full Conference Registration and only available to Spouse or Significant Others.

Name of Guest: \_\_\_\_\_

### Address

City

State

Zip

**Total Enclosed:**

Mail to: Americollect  
c/o Joint  
PO Box 1566  
Manitowoc, WI 54221