

**Play a Starring Role in Healthcare Partnerships**

*Tackling the Uncharted Together*

**Maryland AAHAM Annual Institute 2015**

**September 15th -17th**

**Ocean City, Maryland**





*Maryland AAHAM is proud to announce the 43rd Annual Institute, Play a Starring Role in Healthcare Partnerships, for 2015.*

This year's conference promises to deliver Out of This World speakers on the hot topics that touch each of us in the business of healthcare management. **New in 2015, we have an outstanding panel discussion as well as a newly added Physician Track.** The 2015 theme is all about being a star player in the new world of healthcare revenue cycle. This year's conference shines with Education, Networking and CEU's!

### Education

This year's topics provide a full spectrum of learning for Patient Access, Revenue Cycle, Physician Practice and Executive Level topics that include a fresh look at Denial Prevention, Expansion, Revenue Integrity, Patient Satisfaction, Staff Retention and Building Successful Partnerships between Physician and Facility Offices. Maryland AAHAM is incredibly humbled to have some of the most inspirational speakers on the planet: the esteemed astronaut, Dr. Don Thomas; Maryland's Own Inspirational Hero, Brian Boyle-aka "Iron Heart" and Internationally acclaimed speaker, Sheryl Roush.

### Networking

Network with your colleagues-MD AAHAM provides many scheduled opportunities for you to meet your colleagues and share feedback on today's struggles while developing valuable relationships you can build on in the future.

### CEU's

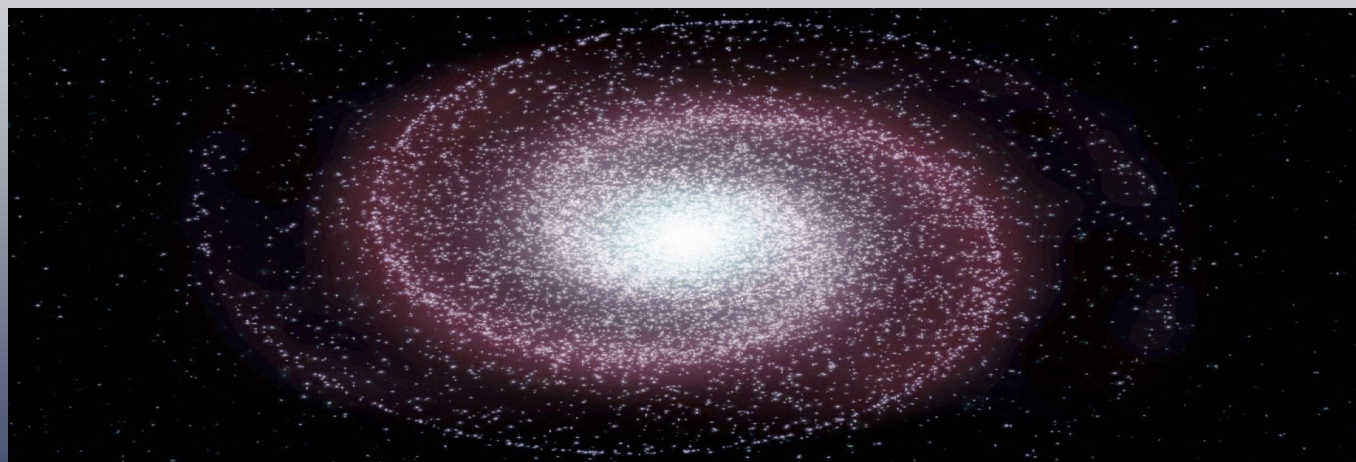
Earn CEU's for attending these sessions through both AAHAM and the AAPC! Get the benefit of CEU's for both of your certifications but only pay for one conference!

### Sponsors

Get your questions answered and discover valuable products and services that can best improve your bottom line! We have a dedicated Sponsor Exhibit Hall for you to meet with those who can best help with your challenges.

### Registration

Register online with the link provided in the email. Didn't receive the email? Can't locate the link? No problem! Visit our website [www.mdaaham.com](http://www.mdaaham.com) today to visit our event page to register and get the latest AI information!



**TUESDAY, SEPTEMBER 15, 2015**

12:30PM - 5PM	<b>Registration Begins!</b>
1:30PM - 2:45PM	<p><b>Opening Educational Session</b>  <b>Revenue Cycle Programs CRCS, CRCP, CRCE, CRIP</b>  <i>Presented by Amy Weber, CRCP; Karen Moore, CRCE and Kim Scribner, CRCE</i></p> <p>Come test your knowledge of basic Revenue Cycle concepts and definitions! If you have ever considered certification in your field, come to a low-pressure, comfortable learning environment where you will have the opportunity to review Revenue Cycle concepts, definitions and commonly used formulas in the field. The instructor will review sample questions and how to solve for the answers. This session is great for anyone who wants to brush up on Revenue Cycle skills and current health care legislation</p>
3:00PM - 4:30PM	<p><b>Keynote Address</b>  <b>Reaching for the Stars and Achieving Your Goals</b>  <i>Presented by Dr. Don Thomas, Ohio Astronaut</i></p> <p>Who better to speak to the topics of persistence, teamwork and overcoming obstacles than a man who has literally lived and worked among the stars? Selected as part of NASA's 13th group of astronauts who flew on four space shuttle missions, Dr. Thomas has had amazing life experiences that most only dream or read about. This session will provide our members with a unique perspective on accomplishing goals from someone who has reached for the stars to accomplish his. This Opening Keynote will be out of this world!</p>
4:30PM - 5:30PM	<p><b>Member Reception</b>  <b>Presented in the Sponsor Exhibit Hall</b>  <i>Proudly Sponsored by Alacrity and Fotheringill &amp; Wade, LLC</i></p> <p>Join us at the opening reception located in Exhibit Hall. This reception is an excellent networking opportunity to meet new people and see many familiar faces! During this time you will have the opportunity to learn about the wide array of services and products our sponsors have to offer. The generosity and support of our beloved vendors have allowed us to continue offering this fabulous educational opportunity at an affordable cost. Take this opportunity to get to know what's available, complete our Vendor Game, and enter to win many, many prizes!</p>
5:30PM - 7PM	<p><b>President's Reception</b>  <b>Presented in the Sponsor Exhibit Hall</b>  <i>Proudly Sponsored by ARCH &amp; Proco</i></p> <p>The night is not over yet! The night continues in Exhibit Hall- Everyone is invited to join our president, Kristina Mori, CRCE, for our annual President's Reception. This additional networking opportunity includes hors d'oeuvres and drinks!</p>

## WEDNESDAY, SEPTEMBER 16, 2015

7:30AM - 9AM	<p><b>Registration &amp; Breakfast</b> Presented in Sponsor Exhibit Hall <i>Proudly Sponsored by 13 Healthcare Consulting and Pursuit Healthcare Advisors</i></p>
9AM - 10:30AM	<p><b>Danna Orlando Key Note Address</b> <b>Through the Eyes of the Patient: The Brian Boyle Story</b> <i>Presented by Brian Boyle, Iron Heart, LLC</i></p> <p>Come to this Key Note Address prepared for an incredibly emotional journey of one of Maryland's very own who has had a front row seat to disaster but lived to tell his story. You will be introduced to the feelings and emotions of the patients we support everyday as well as identify the simple interventions that provide emotional support. Brian helps us to understand the motivational role that communication has between healthcare providers and their patients. Brian's journey has been featured on the Ellen DeGeneres Show, NBC's Today Show, ESPN, and CNN, just to name a few. Be prepared to be riveted by this story and fight for life.</p>
10:30AM - 10:45AM	<p><b>Break</b></p>
10:45AM - Noon	<p><b>Executive Breakout</b> <b>The "Other" Impact of Expansion</b> <i>Presented by Franklin Smith, CRCE and Kristina Mori, CRCE of Calvert Memorial Hospital</i></p> <p>Attendees will understand how expansion impacts the financial health of their facilities with a focus on increased ER utilization. The discussion will also cover how the current restrictions placed on Maryland Hospitals promote barriers to facing these financial pitfalls as well as understanding the impact of these changes as they affect the rates and market share adjustments.</p> <p><b>PFS Breakout</b> <b>Charge Description Master and Revenue Integrity: Putting the Pieces Together</b> <i>Presented by Catherine Clark, CRCE of Kohler Healthcare Consulting, Inc.</i></p> <p>We are proud to welcome back one of our chapter's favorite speakers and Maryland AAHAM past president, Catherine (Kate) Clark, to discuss Charge Description Master (CDM) management options and its uses within the Revenue Cycle. This presentation will also define and promote an understanding of the CDM as well as Revenue Integrity and the multiple facets of this component of the revenue cycle. In addition, Revenue Integrity and CDM interaction will be explored.</p> <p><b>Access Breakout</b> <b>Developing a Future Leaders Program</b> <i>Presented by Amy Repman of WellSpan Health</i></p> <p>Another of our highly regarded speakers, Amy takes a candid look at a topic that hits home for many access departments as well as facility and physician practices: Turnover. Learn how turnover caused WellSpan to look at their own strategy. Get a review of the content of their program and what is taught as well as hear the lessons learned and how the program has evolved over the last 3 years.</p>

**WEDNESDAY, SEPTEMBER 16, 2015**

<p>12PM - 1PM</p>	<p><b>Lunch</b> Presented in Sponsor Exhibit Hall <i>Proudly Sponsored by Medical Accounts Systems and I.C. System, Inc.</i></p>
<p>1PM - 2:30 PM</p>	<p><b>Executive Breakout</b> <b>Hodge Podge Team Building</b> <i>Presented by John Currier, CRCE of Gibson Area Hospital and Health Services; National AAHAM First Vice President</i></p> <p>Maryland AAHAM is honored to have John back for another FUN Team building session! Come have a great time and a few laughs while learning the importance of team building strategies, the decision making process through team work and raising morale using FUN!</p> <hr/> <p><b>PFS Panel Discussion</b> <b>Advocating for Success Among Physician and Facility Partnerships</b> <b>Facilitated by : Catherine Clark, CRCE of Kohler Healthcare</b> <i>Panelists: Brett McCone, VP at Maryland Hospital Association; Fred Morgan, Sr. Director of Physician Billing at Mercy Health Services; Becky Paesch, VP of Planning and Physician Enterprise at UM BWMC; Stacy Parks, VP of Revenue Cycle Services at UMMS; Franklin Smith, CRCE, Director of PFS at Calvert Memorial Hospital and Susan Whitecotton, CRCE, VP of PFS at MedStar Health</i></p> <p>MD AAHAM is proud to bring you this esteemed panel of experts from both the Physician and Institutional side of healthcare as well as the Maryland Hospital Administration. The panel will be discussing several experiences, learning lessons, strategies and outcomes of the new face of physician and facility partnerships.</p> <hr/> <p><b>Access Breakout</b> <b>Running Out of Space??? Work From Home Overview</b> <i>Presented by Amy Repman of WellSpan Health</i></p> <p>Amy will walk through a very new and real trend in the business: Telecommuting. She will talk through the successes experienced in determining who can work from home and how WellSpan identified candidates as well as the lesser known details of what was supplied and how she implemented and moved folks out. Amy will also discuss the valuable lessons learned and to review performance ratings and cost savings. If this is on your radar -you do not want to miss it!</p>



**Enjoy dinner on your own at one of the many restaurants Ocean City has to offer!**

## THURSDAY, SEPTEMBER 17, 2015

7:30AM - 9AM	<p><b>Registration &amp; Breakfast</b> Presented in Sponsor Exhibit Hall <i>Proudly Sponsored by Alacrity and Fotheringill &amp; Wade</i></p>
9AM - 10:30AM	<p><b>Key Note Address</b> <b>Impact of Alternate Revenue Streams on LifeBridge Health</b> <i>Presented by David Krajewski, CFO and Sr. Vice President of Life-Bridge Health</i></p> <p>Maryland AAHAM invites you to join us for this engaging Key Note Address and progressive perspective on alternate revenue streams to strengthen financial performance from the CFO and Senior Vice President of LifeBridge Health.</p>
10:30AM - 10:45AM	<p><b>Break</b></p>
10:45AM - Noon	<p><b>Executive/PFS Breakout</b> <b>Navigating the Nebulous Path Through Exchange Plan Denials</b> <i>Presented by Sarah Mendiola, Esq. LPN, CPC of Fotheringill &amp; Wade, LLC</i></p> <p>Learn what unique denial situations your facility may begin to encounter with the proliferation of exchange plans and how to fight them. During this session, Sarah will help you to understand the grace period associated with non-payment of member premiums and what, if anything, the provider can do to cure. You will also understand how the narrowing of networks associated with exchange plans can impact your current "network."</p> <hr/> <p><b>Access Breakout</b> <b>Creating the "Ritz-Carlton" Effect in Patient Access</b> <i>Presented by Dan Hobbs of Quorum Health Resources</i></p> <p>This session is not to be missed! Come listen as Dan reviews the tools necessary for creating a top-end hotel experience and explains why collaborating with Physicians and other Departments are essential to the patient experience. He will also identify discussion barriers and approaches that will lead the way to increasing your patient satisfaction!</p> <hr/> <p><b>Physician Breakout</b> <b>Know it or Not-Your Practice is a Brand.-7 Steps to Build It or Blow It in Today's Digital Everything World</b> <i>Presented by Yasmin Anderson of KYMS Image International, LLC</i></p> <p>Discover how to define the branding process to stay current and connected and learn the seven steps for building and avoid blowing your practice brand. Yasmin will also tackle best practices for bridging the in-person and digital brand of your practice.</p>

**THURSDAY, SEPTEMBER 17, 2015**

12-12:45PM	<b>Lunch</b> Presented in Sponsor Exhibit Hall <i>Proudly Sponsored by Alacrity and Key Med Partners</i>
12:45PM - 1PM	<b>Sponsor Drawings &amp; Giveaways &amp; National Update</b> <i>National Updates presented by Victoria DiTomaso, CRCE, National AAHAM President</i>
1PM - 3PM	<b>Closing Address</b> <b>To Boldly Go....A Cosmic Continuum of Communication</b> <i>Presented by Sheryl Roush, CEO, Sparkle Presentations, Inc.</i>  You have not been inspired to put your best foot forward until you have seen Sheryl Roush in action! We are honored to have an internationally, top rated speaker with us to dazzle and shine with her brand of attitude boosters! Identify the 5 common attitudes, including your own; and learn 3 ways to stay positive through change. You will learn the 7 secrets to connect with anyone authentically and utilize those things that make a job a great place to work!
6PM-7PM	<b>Annual Institute Cocktail Hour &amp; Silent Auction</b> <b>Proudly Sponsored by: The ROI Companies &amp; DECO</b>  <i>Join us for cocktails and place your bids on our amazing Silent Auction Items!</i>
7PM-9PM	<b>Annual Cecelia Moore Banquet</b> <b>Proudly Sponsored by: UCB Inc. &amp; Bloom and Associates</b>  <i>Let out your inner rock star and join us for a casual evening of food, friends and dancing. This is when we take time to relax and unwind after a full week of education and networking! Come join us for great food and great company!</i>
8:30PM-9PM	<b>Annual Institute Closing Remarks</b>
9PM-Midnight	<b>Dessert and Dancing</b> Enjoy dessert and show off your sweet moves on the dance floor! <b>Music Provided by Johnny B</b>



## Our 2015-2016 Corporate Sponsors

Maryland AAHAM would like to extend our gratitude to our sponsors who have provided their support for our Annual Institute. Without our amazing educational program sponsors, we would not be able to continue to offer this program to our members.

### PLATINUM SPONSORS

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UCB, Inc.



For your convenience, you can register for the 43rd Annual Institute online by visiting our website, [www.mdaaham.com](http://www.mdaaham.com). Registration can also be completed by filling out the single registration form below, or complete the multiple registration form located on the next page! We encourage you to take advantage of our **early bird discount** by completing a paid registration on or before 08/15/2015 and save \$25 off of a standard full registration.

### 43rd Annual Institute Registration Form

Registrant Information			
Name:			
Title:			Certification:
Organization:			
Phone:		Fax:	
Email:		First Timer?:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Package Information		Member	Non Member
<input type="checkbox"/> Full Registration ( <i>Includes all programs, breakfasts, lunches, banquet &amp; cocktail reception</i> )		\$400 <del>\$375</del> if paid by 8/15	\$525
<input type="checkbox"/> Daily Registration ( <i>Includes breakfast, program, and lunch for a single day</i> )		\$165	\$225
<input type="checkbox"/> Daily Registration with Cecelia Moore Banquet		\$240	\$300
<input type="checkbox"/> Cecelia Moore Banquet Dinner		\$145	\$160
<input type="checkbox"/> Cocktail Reception		\$80	\$100
<input type="checkbox"/> Guest Package ( <i>Includes all social functions held throughout the conference</i> )		\$250	\$345
<b><u>Total Due:</u></b>			

Please mail completed forms and payment to:

Maryland AAHAM C/O John Thomson

1503 Francke Ave.

Lutherville, MD 21093

### Hotel Booking Information



Book your room by August 31, 2015 to guarantee a discounted rate !

Please contact the Princess Royale directly to arrange your hotel accommodations.

Visit their website at: [www.princessroyalegroup.com](http://www.princessroyalegroup.com) or call 410-524-7777 and mention AAHAM

**Maryland AAHAM 43rd Annual Institute  
Multiple Registration Form**

Organization: \_\_\_\_\_  
 Organization Contact Person: \_\_\_\_\_  
 Contact Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Early Bird Savings-Multiple Registrations Deadline for Payment is 8/15	
1st Attendee	\$375
2nd-4th	\$350
5th +	\$325

Registrants Information						
Name	Email	Certification	Phone	Member?	Package	Cost
1.						
2.						
3.						
4.						
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6.						
7.						
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12.						

Package Details		
Package	Member	Non Member
<b>FULL</b>	\$400 \$375 <i>if paid by 8/15</i>	\$525
<b>DAILY</b>	\$165	\$225
<b>DAILY W/BAN</b>	\$240	\$300
<b>BANQUET</b>	\$145	\$160
<b>COCKTAIL</b>	\$80	\$100
<b>GUEST</b>	\$250	\$345

*Full Registration (Includes all programs, breakfasts, lunches, banquet & cocktail reception)*

*Daily Registration (Includes breakfast, program, and lunch for a single day)*

*Daily Registration with Cecelia Moore Banquet*

*Cecelia Moore Banquet Dinner*

*Cocktail Reception*

*Guest Package (Includes all social functions held throughout the conference)*

# 24th Annual Maryland AAHAM Golf Tournament

**Where: Rum Pointe Seaside Golf Links**

7000 Rum Pointe Lane  
Berlin, Maryland 21811  
410-629-1414

**When: Tuesday, September 15, 2015**

Registration + Group Photo: **8:30 a.m.**  
Shotgun Start: **9:00 a.m.**



**Prizes Awarded for:**

- Putting Contest
- Last Place Team (the Coveted "Callender Cup")
- Longest Drive (Men & Women)
- Closest to the Pin (Men & Women)
- Straightest Drive
- Longest "Happy Gilmore" Drive

**Everyone Is Invited to Participate Regardless of Your Golfing Ability**

**\*Mulligans, Sand Throws, Foot Wedges Will Be Available\***

## **REGISTRATION FORM**

*(If you are sponsoring a group of two or more golfers, please include with your registration)*

**Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Best Telephone #:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Average 18-Hole Golf Score:** \_\_\_\_\_

**Additional Golfers' Names/Golf Scores:** \_\_\_\_\_

**Fee:** \$95.00 per golfer

The registration form and payment must be received by **August 14, 2015**

**Please Make Checks Payable to: MD AAHAM**

**Mail Registration Form and Payment to:**

Mike Motsay, CRCE

1920 Greenspring Drive, Suite 200

Timonium, Maryland 21093

410-616-9009

[mmotsay@theroi.com](mailto:mmotsay@theroi.com)



Erin Miskelly

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