Revenue Cycle Seminar
September 18, 2014

8:30 am – 10:40 am | Course RC1401
Increasing Net Revenue with Accurate Charge Capture
CPE Credits: 2.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

Program Content: Mastering the charge capture process can mean the difference between survival and financial failure for many hospitals. And in today’s economy, no healthcare organization can afford to leave money on the table. This session is focused on the importance of accurate charge capture to optimize the revenue cycle. The session will delve into each Ancillary department’s charge capture and the struggles of accurate charging that are identified through charge audits and government regulations. This presentation will also briefly explore the hospital charge description master and why it is so important to the revenue cycle charge capture. The CDM charges are only as accurate as the person entering the charge information. Kathy will also provide some important pricing information for pharmacy drugs and surgical implants that affect charges and reimbursement not only under the Outpatient Prospective Payment system, but also for other commercial insurance payers.

Learning Objectives: After attending this session, participants will be able to:

- Understand their role in charge capture and the revenue cycle process
- Learn the importance of a charge reconciliation process
- Identify the interdependence of charge capture and the chargemaster in creating accurate bills, and ultimately successful collecting of revenue
- Understand how charge capture and the CDM interrelate, as well as the importance of accurate pricing for future APC payments and other fee schedule payments
- Learn what role the HIM coder has within the charge process, as well as within the billing department

Kathy Dean, CPMA, CPC, CPC-H, CCS-P, CPC-P, Director of Compliance for Outpatient Reviews, is a Certified Professional Coder and Auditor for Hospital and Professional services. She has 27 years’ experience in coding and billing for both hospital and physician services. She provides consultation services for hospital outpatient coding compliance, and revenue cycle analysis. Her expertise includes Chargemaster Analysis, Surgical Classification Charge creation and Claims Denial Management. Kathy performs complete Chargemaster reviews for Acute Care Hospitals, Critical Access Hospitals and Ambulatory Surgical Centers. She educates and trains hospital staff on best practices to maintain their Chargemaster to support accurate revenue cycle flow. She provides coding and billing compliance reviews for other outpatient services such as Radiation Oncology, Chemotherapy, Emergency Department, Outpatient Rehab and Provider-Based Clinics. Kathy is an AHIMA ICD-10-CM Trainer Certificate holder and helps hospitals prepare for ICD-10-CM implementation. She speaks nationally for Hospital Associations and other Healthcare organizations about Revenue Cycle Opportunities, Charge Capture, Outpatient Recovery Audits and the Outpatient Prospective Payment System. She has received advanced training in CPT and ICD-9 coding and is a member of the American Academy of Professional Coders, the American Health Information Management Association and the Healthcare Financial Management Association.
Program Content: This session will cover many factors—from healthcare reform to rising costs and organizations’ growth—that are causing greater attention to be placed on how patients experience healthcare providers, including within the revenue cycle. This presentation will cover how hospitals and health systems, in recognition of this, are creating a more patient-centric experience across their pre-service and admitting areas.

Learning Objectives: After the session, participants will be able to
- Identify opportunities to streamline and improve the front-end patient experience based on best practices in place at other providers throughout the country
- Evaluate your current patient access practices in light of industry trends, and assess the pros and cons of making adjustments in processes, technology, and staff

John Lynch serves as Senior Director of Audit Services for HBI’s Strategic Management service line, where he is responsible for developing and coordinating audit and assessment services. At HBI, John has worked with many healthcare organizations across the country to collaboratively measure, identify, and improve upon process and workflow inefficiencies within various areas of their operation.

Alicia Fehring has been with Healthcare Business Insights for over three years, during which time she has assisted in the development and implementation of HBI’s E-Learning and audit solutions for members in the HBI community. Currently, Alicia is serving as Director of Audit Services for HBI’s Strategic Management service line, which is focused on using encounter-level reviews to identify process improvements opportunities and optimize organizational performance.

Program Content: Are your processes in line with what is considered best practice—and are they functioning the way you intend them to you? In this session, learn about common opportunities other organizations are uncovering as they audit their encounters, and strategies to address them.

Learning Objectives: After attending this session, participants will be able to
- Create their own plan for performing a self-assessment of functions within your revenue cycle, and specifically the business office
- Establish a framework for consistently uncovering and driving initiatives in the business office that positively impact your bottom line

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2:05 pm – 2:55 pm | Course RC1404
The State of the Revenue Cycle 2014 – The View from HFMA
CPE Credits: 1.0 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** This presentation discusses key revenue cycle issues in the context of both the CFO’s perspective and the Revenue Cycle leadership perspective. It also provides an overview of “Healthcare Dollars and Sense”, the big 3 initiatives from HFMA dealing with patient financial communications, price transparency and medical account resolution.

**Learning Objectives:** After this presentation, participants will be able to
- Understand the forces driving change within the revenue cycle and what leading organizations are doing to drive success
- Prepare to implement HFMA’s leading initiatives with a focus on the patients: patient financial communications, price transparency and medical account resolution

**Sandra Wolfskill** is responsible for revenue cycle and MAP initiatives at HFMA. Her extensive experience in revenue cycle management includes leading engagements with clients engaged in process mapping and analysis, project management, staffing analyses, using contemporary metrics to identify improvement opportunities, staff education, interim management and system implementation testing and training. Prior to joining HFMA, she worked closely with HFMA in supporting the task force work which leads to the CRCR study guide and certification process. Ms. Wolfskill received a BA cum laude from Wittenberg University and a Master of Arts degree from The University of Delaware. Prior to founding her consulting firm, Sandra had extensive revenue cycle experience and provider management experience in a variety of positions, including serving as the chief financial officer for a small community hospital.

3:05 pm – 4:20 pm | Course RC1405
The Arkansas Health Insurance Marketplace: A Status Report
CPE Credits: 1.5 | CPE Type: Specialized Knowledge | Level: Basic | Prerequisites: None

**Program Content:** This program will provide an update on implementation of the Patient Protection and Affordable Care Act in Arkansas, including the expansion of coverage for low income individuals through the “Private Option” initiative, a comparison of Private Option enrollment with other enrollments through the Arkansas Health Insurance Marketplace, and information about the impact of expanded coverage on hospitals and their affiliated providers.

**Learning Objectives:** After attending this session, participants will be able to
- Understand the Arkansas “Private Option” coverage for low-income individuals
- Define the impact of Private Option coverage on hospitals based upon initial data
- Explain proposed changes in 2015 to the Private Option

**Elisa White**, Arkansas Hospital Association Vice President & General Counsel, provides legal services to the association, as well as education and information to its members about compliance, state and federal regulations, accreditation, government audits and other issues. She also serves as the AHA’s point person on health insurance exchange planning and monitors implementation of the private option initiative in the state. Elisa recently received her Six Sigma Green Belt, Lean, and Six Sigma Black Belt certificates from Villanova University and works with the AHA quality program focusing on process improvement initiatives. A graduate of the UALR William H. Bowen School of Law and Arkansas State University, Elisa is a frequent speaker and author on health care legal and regulatory issues and is a member of the American Health Lawyers Association, the Health Care Compliance Association and the Arkansas Chapter of HFMA.
LOCATION:  Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205
*Satellite locations via Tandberg teleconference equipment. See below.
  • Little Rock, Arkansas Hospital Association (maximum seating 55, registration will stop at that point)
  • Rogers, AR, Mercy, contact Samantha Randolph – 870.807.2829 (maximum seating 15)

LUNCH:  Box lunch will be served at 12:05 am – 12:45 pm

BREAKS:  5 or 10 minute breaks at 9:30am, 10:40am, 2:00pm, 2:55pm

PRESENTATION HANDOUTS:  All speaker presentations will be emailed to registered attendees within 72 hours of the meeting. Please download and print if you would like handouts for the actual session.

EDUCATIONAL CREDITS

Arkansas Chapter HFMA 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 final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Arkansas Chapter HFMA is registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of our CPE program. (Sponsor number 009840)

Prerequisites and advance preparation are not required unless otherwise indicated.
A maximum of 8 CPE credits is available. All courses are instruction method GROUP LIVE.

PLEASE REGISTER ON-LINE
Go to:  www.arkansashfma.org then click on Education & Events, Calendar of Events

Or go to:
http://events.constantcontact.com/register/event?llr=fruupihab&oeidk=a07e9opumjh10d1f6a7

*Registration Fee:  $75  HFMA Member
                 $150 Non-HFMA Member

*Deadline for registration and payment is September 15, 2014.

REFUNDS AND CANCELLATIONS
If cancellations are received after September 15, 2014, the registration fee is not refundable. Registrants who do not cancel or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registration forms and cancellations must be mailed or emailed. Phone and voicemail are not valid forms of communication. For more information regarding administrative policies such as complaint and refund, please contact Tami Hill at 501-316-1229 or arhfma@sbcglobal.net.