



Hawkeye AAHAM Spring Conference
May 11-12, 2022



Hilton Garden Inn
8600 Northpark Drive
Johnston, IA 50131

Wednesday, May 11, 2022

7:00 AM – 8:00 AM

Board Meeting (Board and Committee members only)

8:00 AM – 8:30 AM

Registration/Continental Breakfast & Networking

8:30 AM – 9:00 AM

Welcome Message

Carrie Kuennen, Hawkeye Chapter President

9:00 AM – 10:30 AM

WPS – Medicare Claims Rejections, Denials, Appeals, Depressions Screening

**Mary Muchow, Specialist Outreach & Education, WPS Government Health and
Rachel Wood, MSN, Clinical Education, WPS Government Health**

CEUs: 2 hours

10:30 AM – 10:45 AM

Morning Break

10:15 AM – 12:15 PM

Leadership

Amy Sherman

CEUs: 3 hours

12:15 PM – 1:15 PM

Lunch and Updates

1:15 PM – 2:15 PM

Transforming Your Team into a Performance Power House

Brian Garver, Keybridge

CEUs: 2 hours

The key to success is the people that surround you. Learn how to build an effective, high-performing team that delivers results. Teams have always been, and will always be, an essential ingredient for building a successful business. But building great teams isn't something that just happens. It takes planning and ongoing effort to get them right – and to keep them that way.

Each team member plans a role and each individual is part of the whole. The combined efforts of their team members not only produce superior results, they also build a sense of solidarity within their organizations.

This session will provide you with the knowledge to build an effective team for ongoing success:

- *The 10 Keys to High Performing Team;*
- *Hire the best possible individuals and motivate mid-performers to become rock stars;*
- *Establish KPIs for team accountability.*

2:15 PM – 2:30 PM

Afternoon Break

2:30PM – 3:30 PM

Preventing and Prioritizing Denials

Lori Zindl, efficientC / OS Healthcare

CEUs: 2 hours

Employing a denial prevention strategy is the key to getting more of your claims paid on first submission. The more claims that get paid on first submission the more revenue gets to your bottom line. But we can't prevent every denial. When you get a denial, it's important to be able to work your denials in a way that is efficient and will provide the highest return on your efforts. This presentation will outline how to successfully implement a "smart" analytics process along side a denial prevention system to get the greatest ROI on their overall claims management solution.

3:30 PM – 4:30 PM

Roundtable – No Surprise Act/Advanced EOBs and Price Transparency

Audra Ford, Madison County - Moderating

CEUs: 2 hours

4:30 PM – 5:30 PM

Networking Event with Door Prizes

Thursday, May 12, 2022

8:30 AM – 9:30 AM

Iowa Hospital Association

Erin Cubit, Director of Government Relations

CEUs: 2 hours

9:30 AM – 10:30 AM

National AAHAM

Lori Sickelbaugh, AAHAM National President

CEUs: 2 hours

10:30 AM – 11:30 AM

Wellmark Updates

Melissa Sudman, Network Provider Engagement

CEUs: 2 hours

Speaker Biographies

Erin Cubit – Iowa Hospital Association

Erin Cubit is the director of government relations at the Iowa Hospital Association. She leads the federal advocacy activities, works on regulatory policies and assists with state advocacy activities at IHA. She currently serves on two nonprofit boards including the Des Moines chapter of New Leaders Council and EyesOpenIowa. Erin is a graduate of the University of Northern Iowa where she received both her bachelor's degree and her Master's in Public Policy. She has worked at IHA since 2018.

Mary Muchow – WPS GHA

Mary E. Muchow is a Specialist in Provider Outreach & Education (POE) and has over 41 years of experience with WPS GHA. Mary has held progressively responsible positions in Claims Examination and Entry, Medical Review, and Training. Prior to joining the POE team, Mary spent several years working in the Benefit Integrity Unit as an investigator and trainer for other staff. Later, as the Medicare Fraud Information Specialist (MFIS), Mary represented multiple Centers for Medicare & Medicaid Services (CMS) contractors as a liaison between federal investigators, prosecutors, CMS, and other agencies. In her MFIS role, Mary often presented relevant Medicare fraud and abuse topics to law enforcement and audiences on a national level.

Mary joined the POE team in 2003. She enjoys supporting and providing outreach activities that meet CMS requirements relative to provider education, including the development of professional and productive provider partnerships with various societies and associations. She also serves as a member of CMS' Medicare Learning Network (MLN) National Provider Education Workgroup.

Rachel Wood – WPS GHA

Rachel has a Bachelor of Science in Nursing (RN/BSN) from West Chester University in West Chester, PA. She has a Master of Science in Nursing (MSN) focusing on Nursing Informatics from the University of Maryland, Baltimore.

Her Medicare experience began in 2015. She began working with Medicare in 2017 and joined our team in 2021. She provides clinical education to WPS affiliates throughout the US.

Before joining us, she worked in the Utilization Management department at Independence Blue Cross in Philadelphia, PA. Her responsibilities included:

- Reviewing Prior Authorizations for chemotherapy and other high-cost medication requests for Medicare and Commercial members
- Quality improvement projects

Prior to working in health insurance and Medicaid, Rachel practiced clinically at Johns Hopkins Hospital as a psychiatric nurse. She specialized on the treatment of eating disorders.

Lori Zindl, OS Healthcare

An entrepreneur and industry leader, Lori Zindl built OS inc., her thriving Wisconsin-based business, on the principles of valuing both clients and employees – equally. Under her direction, OS inc. has become the foremost authority in revenue cycle management for hospitals, clinics and other healthcare providers. Lori has more than 25 years of experience in the revenue cycle management field. She is a nationally recognized speaker, seminar leader, consultant and trainer. Lori has also developed well-received training A/R collection and billing programs, and she has penned several articles for various trade journals.

Never one to shy away from innovation, Lori spearheaded the development of *efficientC* – OS inc.'s state-of-the-art proprietary claim processing and denial management software. Building on the success of *efficientC*, strong client partnerships, a talented staff and proven business philosophies, OS inc. effectively manages billions in client receivables while maintaining GDRO in the 30's and 40's.

Brian Garver, Senior VP, KeyBridge Medical Revenue Care

Brian Garver is a passionate business development leader in the Healthcare Revenue Cycle space with over 20 years of leadership experience. Brian is also nationally recognized as an expert facilitator and speaker focused on Patient Experience, Organizational Culture and Business Leadership. In his presentations, Brian delivers actionable content with an engaging, compelling message that will inspire new, thoughtful changes within your team.

His ability to touch each and every attendee with humor, emotion, empathy and care have made his presentations nationally recognized and highly sought after. His powerful speaking engagements have taken him across the country from New York to Los Angeles with many stops in between.

Brian resides in Lima, Ohio and is an active member of the American Association of Healthcare Administrative Management (AAHAM) and the Healthcare Financial Management Association (HFMA).

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Zach Shultz
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AAHAM Spring 2022 Conference

You may register online using the link below:

<http://hawkeyeaham.org/upcoming-events/online-registration/>

Registration Form

Last Name: _____

First Name: _____

Title: _____

Organization: _____

Organization Mailing Address: _____

City/State/Zip: _____

AC/Phone: _____ Fax: _____

E-Mail: _____

Registration Fee for Full Conference:

AAHAM Member	\$130.00
Non-Member	\$140.00
Students	\$10.00
Buy One/Get One Registration Free (Available with one full conference registration – **Attendees for BOGO must be from same facility at full price registration**)	Additional Attendee: Name: _____ Title: _____ Email: _____

Late Registration: Add additional \$20 after May 5, 2022.

Return Registration Form To:

Audra Ford

Madison County Memorial Hospital

aford@madisonhealth.com

For Office Use Only

Date Received _____

Check # _____ n/a _____

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