



Hilton  
Garden Inn  
8600 Northpark Drive  
Johnston, IA 50131

AAHAM Hawkeye Chapter  
Fall Conference  
September 19-20, 2019

8 **Thursday, September 19, 2019**

**Board Meeting**

9:00 AM – 9:30 AM

**Registration and Continental Breakfast**

9:30 AM – 10:00 Am

**Opening Notes and Committee Updates**

**Carrie Kuennen, Hawkeye Chapter President**

10:00 AM – 11:00 AM

**HIM and PFS Working Together to Improve Revenue Cycle**

**Sue York, OS Healthcare**

Diminishing profit margins and an increased pressure to perform make organizational issues like interdepartmental communication and siloed work cultures unacceptable. Fortunately, the results show that by promoting collaboration, raising departmental awareness and assigning accountability - hospitals will see the benefits of improved business processes in their accounts receivables.

**Learning Objectives**

This session will highlight tactics to improve revenue cycle efficiency by promoting interdepartmental communication and understanding. Participants will learn KPIs for accounts receivable, discuss proven strategies to improve cohesiveness throughout the entire Revenue Cycle, as well as process improvement techniques to reduce common coding related denials.

11:00 AM – 12:00 AM

**KPI's and HIM/Rev Cycle**

**Sue York, OS Healthcare**

Managing employees without key performance metrics is like playing a baseball game and not keeping score. Staff goals and performance metrics should be aligned to the financial goals of the hospital. In this session, learn how to report key performance indicators across the revenue cycle, increase accountability, and implement results-oriented employee performance evaluations. Serving as an early warning and continuous feedback system, the scorecard empowers employees to act, problem-solve, and impact the organization through their contributions.

**Learning Objectives**

Participants will learn how to utilize scorecards to report key performance indicators across the revenue cycle, set goals and performance accountability for staff that is aligned to the financial goals of the hospital and implement results-driven employee performance evaluations.

12 PM – 1:00 PM

**Lunch – Dress for Success**

## Fall Meeting Community Involvement



### **Hello Professional Members of AAHAM~**

We will be supporting Dress for Success at our fall meeting in September. If you are doing any cleaning out of closets this summer and early fall, keep in mind that you can donate these items below to our fundraiser. We all are wearing business casual/professional clothing to our jobs so thought this was the perfect organization to support. Please see the attached flyer for more details about Des Moines' Dress for Success program. They are really helping to empower and employ women in the Des Moines area. I think you will enjoy hearing about the work they do.

In order to keep it easy for all of us, we ask that you limit your donation to 3-4 items from the list below as well as a \$10.00 gas card. If you aren't interested in donating clothing, you can do cash, check or just a gas card.

### **Anything Black is needed**

1. Handbags
2. Blouses/tanks for under suits (these can be colored)
3. Slacks or dress pants
4. Shoes

**Other items to donate, new or gently used umbrellas and portfolios. I believe the portfolios can be from your clinic or hospital.**

*The items should be worn by you in the last 5 years, trendy, in nice condition etc. No khaki or jean type material for pants. They are in especially need of larger sizes such as 1X and larger, shoes in sizes 8 and up as well as pants in 18+.*

Visit their website at [www.desmoines.dressforsuccess.org](http://www.desmoines.dressforsuccess.org) for more information.

1:00 PM – 2:00 PM

### **Practice Management Evaluation of Your Revenue Cycle.**

#### **Marcy Marquis, Client Services Manager, Max RTE**

During this session we will address the questions needed to evaluate the Evaluation of your Revenue Cycle by answering the following:

1. Are you obtaining and being efficient in your front-end access process?
2. Are you capturing and billing all your charges?
3. Are your WQ set up correctly?
4. Are you working your denials and AR efficiently?
5. Is your staff in the correct role?

2:00 PM – 3:00 PM

**Provider Enrollment**

**Marcy Marquis, Client Services Manager, Max RTE**

During the Provider Enrollment session, we will be addressing the following common pitfalls with Provider Enrollment:

1. Are you notified timely when new providers start?
2. Are you obtaining the correct demographics and documentation when starting to enroll a new Provider?
3. Are you aware of all your contracts?
4. Completing the provider paperwork and submitting it timely.
5. How to follow up on all the paperwork.

3:00 PM – 3:30 PM

**Afternoon Break with Vendors**

3:30 PM – 4:30 PM

**Wellmark**

**Morgan Baumert, Provider Network Engagement**

4:30 PM

**Hospitality & Vendor Drawings**

**Friday, September 20, 2019**

8:00 AM – 8:30 AM

**Continental Breakfast**

8:30 AM – 9:30 AM

**Iowa Hospital Association**

**Erin Cubit, Director, Government Relations**

9:30 AM – 10:30 AM

**Iowa Total Care**

**Ashley Woods, Provider Relations**

10:30 AM – 11:00 AM

**Amerigroup**

**Sarlynn Heston, Provider Relations**

11:00 – 11:30

**Adjourn**

# Speaker Biographies



## **Sue York – Efficient C/OS Health**

Sue York, RHIA, CRCE – I, CPC, and COC, has over 25 years of experience working in healthcare. She developed her wealth of coding knowledge as the manager of Medical Records/Coding/Utilization Review in acute care settings and physician clinics. Sue has also served as the Director of Operations for an 80-physician medical group and a 25-member group of Cardiologists.

For over 18 years, she oversaw all accounts receivable client projects as Director of Operations at OS Inc. Sue currently serves as Director of Learning & Consulting Services at OS inc. |efficientC and is responsible for staff training, new employee onboarding, educational program development as well as revenue cycle consulting services



## **Marcy Marquis – Max RTE**

Marcy is the Client Service Manager for maxRTE. She started with maxRTE June 5, 2017. She is responsible for client satisfaction, client implementation, client training, involved with sales, marketing and supporting the I.T. Team. Marcy is also a healthcare consultant. Her expertise is in Practice Management Evaluations (policy/process improvement), AR Management, Denial Management, Provider enrollment and Self Pay Collections.

Prior to maxRTE, Marcy worked at SVA HealthCare Services, a Third Billing Company, as a Healthcare Consultant and Revenue Cycle Manager. Marcy was responsible for the monitoring clients AR, denial management, review charity care applications, handling suit authorization, witness in small claims court, patient complaints and provider enrollment.

Marcy also worked at UW Health (In Madison WI) as the Supervisor of Credit / Collections and Legal Team. Marcy was responsible for self-pay accounts, payment plans, charity care applications, approve account for third party collections, appear as a witness in small claims, patient complaints, bankruptcy accounts, probate/estate filing and third-party liability claims.

Marcy is a CRCP-P (Certified Revenue Cycle Professional-Professional) and Certified Collection Professional.

Marcy is an AAHAM WI Chapter Past President.

# Thanks to Our Corporate Sponsors:

## PLATINUM SPONSORS



**Pam Brindley**

866-812-2149

[pbrindley@avadynehealth.com](mailto:pbrindley@avadynehealth.com)

[www.avadynehealth.com](http://www.avadynehealth.com)

---



**Charlie Cole**

[charliec@thehaugegroup.com](mailto:charliec@thehaugegroup.com)

[www.thehaugegroup.com](http://www.thehaugegroup.com)

---



**Steve Juve**

866-357-7522

[stevejuve@creditoradvocates.com](mailto:stevejuve@creditoradvocates.com)

[www.creditoradvocate.com](http://www.creditoradvocate.com)

---



**Brian Grimes**

800-383-0234

[www.creditiowa.com](http://www.creditiowa.com)

---



**Robert Padrón**

888-576-5290

[www.revcycle.com](http://www.revcycle.com)

[www.alliance-collections.com](http://www.alliance-collections.com)

## **GOLD SPONSORS**

### **HELP Financial**

Xander Younce

Phone: 734-254-1199

[ayounce@helpfinancial.com](mailto:ayounce@helpfinancial.com)

[www.helpfinancial.com](http://www.helpfinancial.com)

### **R3 Dynamics, LLC**

Daniel J. Reilly

Phone: 636-565-6130

[dreilly@r3dynamics.com](mailto:dreilly@r3dynamics.com)

### **Waystar**

Jonathon Korelc

Senior Account Executive

Phone: (815) 263-2539

[Jonathon.Korelc@waystar.com](mailto:Jonathon.Korelc@waystar.com)

---

## **SILVER SPONSORS**

### **Credit Management Services, Inc.**

Ben Copple

[bcopple@credit-mgmt.com](mailto:bcopple@credit-mgmt.com)

### **General Service Bureau**

Brad Uhlenhop

515-223-0343

### **ICSsystems**

Greg Young

[gyoung@icsystem.com](mailto:gyoung@icsystem.com)

---

## **BRONZE SPONSORS**

### **AAMS**

Luke Gruber

515-225-0525

[lgruber@aamsonline.com](mailto:lgruber@aamsonline.com)

Mike Dobbs

[mdobbs@aamsonline.com](mailto:mdobbs@aamsonline.com)

[www.aamsonline.com](http://www.aamsonline.com)

### **Change Healthcare**

Deanna Gray

[Deanna.gray@changehealthcare.com](mailto:Deanna.gray@changehealthcare.com)

### **Eagle Recovery Associates**

Nancy Vollmer

800-906-3210

[nvollmer@eaglerecovery.net](mailto:nvollmer@eaglerecovery.net)

[www.eaglerecovery.net](http://www.eaglerecovery.net)

### **Tri-State Adjustments, Inc.**

Rhonda Helgeson

Phone: (800) 562-3906 ext. 5

[rhonda@wecollectmore.com](mailto:rhonda@wecollectmore.com)



## **HOTEL INFORMATION**

**Hilton Garden Inn  
8600 Northpark Drive  
Johnston, IA 50131**

Group Rate of \$109.00 for a Standard King or Two Queens

Reservation #: 515-270-8890 or 1-800-HILTONS

Group Rate Name: MAH

**Room Rate Expires August 28, 2019**

Book your room online here: **The web page address is:**

[https://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DSMUHGI-MAH-20190918/index.jhtml?WT.mc\\_id=POG](https://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DSMUHGI-MAH-20190918/index.jhtml?WT.mc_id=POG)

## **REGISTRATION INFORMATION:**

**Please complete and return the enclosed registration form by September 5 to:**

**Audra Ford  
Madison County Hospital  
300 W Hutchings St.  
Winterset, IA 50273**

**Registered attendees will receive a link to all materials prior to the meeting.**

**AAHAM Fall Conference  
September 19 – 20, 2019  
Hilton Garden Inn  
Johnston, IA**

**Registration Form**  
**Please complete and return by September 5, 2019**

Last Name: \_\_\_\_\_

First Name: \_\_\_\_\_

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

Organization: \_\_\_\_\_

Organization Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

AC/Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

I am a first time Attendee

**Registration Fee for Full Conference:**

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

**Return Registration Form by September 5, 2019 To:**

**Audra Ford  
Adison County Hospital  
300 W Hutchings St.  
Winterset, IA 50273**

**For Office Use Only**

Date Received \_\_\_\_\_

Check # \_\_\_\_\_

Program Fee Amount \$ \_\_\_\_\_

Check Total \$ \_\_\_\_\_

Organization

Personal