



**AAHAM Hawkeye Chapter  
Fall Conference  
September 19-21, 2018**

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



## **Wednesday, September 19, 2018**

5:30 PM

**Board Meeting**

## **Thursday, September 20, 2018**

8:00 AM – 8:30 AM

**Registration and Continental Breakfast**

8:30 AM – 8:45 AM

**Opening Notes and Committee Updates**

**Rebecca Gough, Hawkeye Chapter President**

8:45 AM – 10:00 AM

**ABCs of Swing Bed Billing Issues – Kerry Dunning**

Rural Hospitals have two primary issues when it comes to swing bed billing: (1) training and understanding of CMS regulations and Medicare intent; and (2) when the training has been completed often turnover depletes the facility's knowledge of SWB billing and expected financial outcomes. The appropriate utilization of swing beds and opportunities for revenue protection and revenue enhancement will be covered in this program.

10:00 AM - 10:15 AM

**Morning Break**

10:15AM – 11:15 AM

**Chargemaster Compliance in Hospitals - Sandy Sage**

Your chargemaster is the foundation for hospital reimbursement. This session will discuss the structure of the chargemaster and key elements impacting reimbursement. We will discuss the best practice strategies you can use to keep your chargemaster up-to-date and compliant. You will learn to recognize the impact of NCCI edits and the 5-Ws of modifier usage, What, Why, Where, When and Who should apply them to a claim. Understanding the basics of both the chargemaster and the charging and billing process will assist you in maintaining a compliant revenue cycle and maximize your hospital reimbursement.

11:15AM - 12:00PM

**Denial Reduction Strategies – Glen Reiner**

Poor information and a lack of consistency in denial data makes the challenge of denial tracking, reporting, resolution and prevention a near impossible task for most hospitals across the country. Learn which key performance indicators, workflows, and detailed reports have helped hospitals reduce their denials by millions annually.

12:00-1:15

**Lunch and Business Meeting/Election**

1:15 PM – 2:15 PM

**Bundled Payments – Barry Zajac**

Hospitals around the country are facing record penalties of up to 3% of their CMS reimbursements, based on the number of readmissions occurring within 30 days. The definitions for readmission are clear and have been for years, yet many hospitals struggle to identify drivers behind readmission and create appropriate interventions to lower them or to implement in any meaningful way. In order to be successful, hospital leaders need to implement creative, evidence-based measures to reduce hospital readmissions. The readmission problem can be solved through the development of predictive models to score patient readmission risk. Predictive analytics can be used to triage workflow in any area of operations and outcome and is not limited to the inpatient settings. This level of data changes the conversation between hospital staff and physicians to focus on quality improvement measures. Decisions can be driven by data to improve the quality of care at a hospital to shorten days of staff and drive down readmission rates.

2:15 PM – 2:30 PM

**Afternoon Break**

2:30 PM – 3:15 PM

**Wellmark – Nicky Cooney**

3:15 PM – 4:00 PM

**Amerigroup- Sarlynn Heston**

4:00 PM – 4:30 PM

**Roundtable**

4:30 PM

**Hospitality**

**Friday, September 21, 2018**

8:00 AM – 8:30 AM

**Continental Breakfast**

8:30 AM – 9:30 AM

**Iowa Hospital Association – Dan Royer**

9:30 AM – 10:00 AM

**United Healthcare – Megan Cavanaugh**

10:00 AM – 10:45 AM

**Iowa Medicaid- Inde Seedorf and Kelly Acevedo**

10:45 AM – 11:30 AM

**Medicare – Aileen Sigler**

# Speaker Biographies

## **Kerry Dunning, MHA, MSH, CPAR, RAC-CT**

Kerry has over 30 years in the health care industry, with over 25 specifically working in post-acute. Kerry has experience with start-up units/facilities, programs beginning Medicare services, therapy program operations, skilled facility operations, and programs centered on cost reduction, cost avoidance and revenue enhancement. As a consultant, Kerry has worked with swing beds, CAH swing beds, freestanding and hospital-owned long term care facilities. She has experience with IRF, Home Health, and Geropsych. Kerry has served as an educator for hospital and LTC associations. She has published multiple articles in the area of long term care, aging and rehab services. Kerry was part of a team that established the first nursing homes in Russia. She has worked on health related projects most recently in China, England and Spain. Kerry has two masters degrees from UNF in counseling and health care administration.

## **Glen Reiner, RN, BSN**

### **Principal Director, Revenue Capture and Charge Audit Services**

Glen Reiner has been in the healthcare industry for over 25 years, and has recently joined the nThrive Revenue Capture and Charge Audit Services team. Most recently, Reiner served as the Corporate Senior Director of Case Management for Banner Healthcare where he led the Academic Division including acute care, children's hospital, and psychiatric care facilities. Just prior to his Case Management engagement, Glen directed the Clinical Services Center of Excellence for Adreima, Reiner has also served as the Assistant Director of Nursing for a large healthcare corporation and spent over 16 years as a Registered Nurse, specializing in Nurse Management. His extensive knowledge of healthcare coding, billing, reimbursement, denials, and RAC/MIC audits has been instrumental in the success of many initiatives focused on the intersection of the clinical and financial aspects of healthcare. Glen is an RN and holds a Masters of Business Administration. Reiner is a member of the Arizona chapter of HFMA and is a past Board Member for the AAHAM Western Region.

## **Sandy Sage, RN**

Sandy Sage RN is a Revenue Cycle Analyst who works with HomeTown Health. She works closely with hospitals assisting them in implementing best practice revenue cycle processes. She provides hospital staff education related to all areas of the revenue cycle. She has previously worked as a private consultant for revenue cycle process development and chargemaster compliance in rural hospitals.

Sandy has been an instructor for HomeTown Health University for over 10 years. She is involved in grant programs, functioning as the Iowa SHIP Financial Grant Program Lead. She developed the *Rev Up Your Revenue Cycle* program for hospital benchmarking performance. She has a clinical background in nursing and has worked primarily in rural hospitals throughout her career. In 2000 Sandy transitioned from clinical nursing to the financial side of the hospital and has worked as a Revenue Cycle Analyst since that time.

Sandy is a native of California and moved to Georgia at age 12. She has two grown daughters and currently resides in Cochran, Georgia.

## **Jan Ervin**

Jan Ervin is an Outreach Analyst with WPS Medicare on the Provider Outreach and Education team. Jan has 12+ years of Medicare experience and has been in her current position since 2008. Her Medicare background began with Mutual of Omaha Medicare in 2006 as a Cost Report Auditor. Her primary job responsibilities involve facilitating educational seminars, webinars, teleconferences, and forming partnerships in all WPS contracts of work throughout the United States. Jan earned her BSBA in accounting at University of Nebraska at Omaha.

## **Barry Zajac**

Barry Zajac leads the Episode of Care product team at nThrive and has extensive experience in health care analytics in the provider, payer and software vendor domains. He previously led analytics product management at a care management software company and plan-level health care informatics and measurement initiatives at an independent Blue Cross plan. He spent the previous 10 years in population health management, doing predictive modeling and program evaluations as well as leading data management and reporting activities. He has authored and co-authored numerous publications and made many presentations on the topics of performance measurement, disease management, program evaluation and health care analytics. Mr. Zajac earned a BA in Business Administration from the Eli Broad College of Business at Michigan State University and a Master of Health Services Administration degree in Health Policy from The University of Michigan School of Public Health.

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### **Early Out Services, Inc – General Service Bureau, Inc**

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Omaha, NE 68134  
515-223-0343



## **HOTEL INFORMATION**

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

**Group Rate of \$104.00 for a Standard King or Two Queens  
Reservation #: 515-270-8890 or 1-800-HILTONS  
Group Rate Name: AAHAM  
Room Rate Expires August 30, 2018**

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

[http://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DSMUHGI-HAM-20180919/index.jhtml?WT.mc\\_id=POG](http://hiltongardeninn.hilton.com/en/gi/groups/personalized/D/DSMUHGI-HAM-20180919/index.jhtml?WT.mc_id=POG)

Group Name: AAHAM

Group Code: HAM

(Even if you don't get your reservation in by 08/30/2018, IF there are rooms available, you can still qualify for the discounted rate.)

## **REGISTRATION INFORMATION:**

**Please send all registration materials to:**

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

**Once your registration is received, you will receive a link to all materials prior to the meeting.**

**You may register online using the link below:**

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

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**Fees Full Conference:**

<b>AAHAM Member</b>	<b>Non-AAHAM Member</b>	<b>Student</b>
\$130.00	\$140.00	\$10.00

**Late Registration: Add additional \$20 after August 30, 2018**

**Return To:  
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Madison County Hospital  
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*Once your registration is received, a board member will send you a link to all materials prior to the meeting.*

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