



Fall 2021 Virtual Conference Agenda

Thursday, September 16, 2021

8:30 AM – 9:00 AM

Welcome Message and Meet our Sponsors!

Carrie Kuennen, Hawkeye Chapter President

9:00 AM – 10:00 AM

Payers Still Going Wild – Part I

Day Egusquiza, President, AR Systems Inc.

CEUs: 2 hours

This dynamic class will highlight 'hot off the press' payer-specific topics along with strategies for addressing them. It will include revenue at risk items from Traditional Medicare to Medicare Advantage to revenue -front door challenges along with impacts to the patients – who can easily be overwhelmed with what is happening with the denials and the 'business of healthcare.' Wow! We won't be bored!

10:00 AM – 10:15 AM –

Morning Break

10:15 AM – 11:15 AM

Payers Still Going Wild – Part II

Day Egusquiza, President, AR Systems Inc

CEUs: 2 hours

11:15 AM – 12:00 PM

AAHAM National Updates

Lori Sickelbaugh, AAHAM National President

Lori will join us virtually to present updates from our National AAHAM organization, including membership, certification, legislative advocacy, and upcoming events, such as the virtual ANI event!

12:15 PM – 1:15 PM

Business Meeting and Virtual Lunch/Networking

1:15 PM – 2:15 PM

Get 95% of Your Claims Paid in 20 Days or Less – Let's Get Nuts!

Sue York, efficient C / OS Healthcare

CEUs: 2 hours

In this session, Sue York will get into the nuts and bolts of what you can do in your environment today to improve your first submission payment rate. Sue will start by discussing the importance of setting up the right measurements so that you can measure your organization and set appropriate goals for improvement. Sue will provide some real world examples of how you can leverage your existing claims management tools to understand what steps and activities will get you closer to 95% of your claims paid in 20 days or less. She will emphasize how active management and application of claim edits can get more claims stopped before they deny.

2:15 PM – 2:30 PM

Afternoon Break

2:30 PM – 3:30 PM

Rural Health Clinic Medicare Advantage and Medicaid Billing

Sue York, efficientC | OS Healthcare

CEUs: 2 hours

In this presentation, Sue York will do a deep dive into the unique components of Medicare and Medicare Advantage billing for Rural Health Clinics (RHC). Sue will start with an overview of Medicare and its different components, then drill into how the components need to be handled in an RHC setting. Sue will provide real world examples of RHC claims that demonstrate what's important to ensure proper and faster claim payment. She will go into detail regarding key fields, charges, key modifiers, qualifying visits and multiple AIR's.

3:30 PM – 4:00 PM

Iowa Total Care – Updates

Paige Pettit, Director of Provider Relations

CEUs: 1 hours

4:00 PM – 5:00 PM

Sponsor Showcase

Chapter sponsors will have opportunity to reintroduce themselves and give highlights of the services they offer to our members to help make your Revenue Cycle process more efficient and effective.

Friday, September 17, 2021

8:30 AM – 9:30 AM

Iowa Hospital Association

Erin Cubit, IHA

CEUs: 2 hours

9:30 AM – 10:30 AM

Panel Discussion – Hybrid and Remote Work in Healthcare Revenue Cycle

CEUs: 2 hours

The world changed how and where we work in 2021. In this session, a panel of chapter members share their, experiences, insights, and processes to making remote and hybrid work successful in healthcare Revenue Cycle. Join us to discuss the highs and lows of this shift in work, as well as the opportunities, as well as challenges, flexibility and remote work offers our team members during this difficult recruiting environment.

10:30 AM – 11:30 AM

Wellmark Updates

Melissa Sudman, Network Provider Engagement

CEUs: 2 hours

Speaker Biographies

Day Egusquiza – President, AR Systems, Inc

Day Egusquiza brings over 40 years' experience in health care reimbursement, including 20 years in an Idaho hospital leading hospital revenue cycle operations, contracting, new program development, auditing and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service which included completing an integrated business office between a hospital and a large multi-specialty physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing guidance as a compliance & reimbursement educator while providing operational insight on the revenue cycle impacts of disruption, lost charges, coding validation and yes, why I love Traditional Medicare's 2 MN rule. Day's strength is her ability to 'operationalize' complex regulations into teachable components.

Ms Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance- both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, is a past President of the Idaho HFMA Chapter & recently received the Lifetime Achievement Award. She has been highlighted in JCAHO's *Six Hospitals in Search of Excellence*, Zimmerman's *Receivable Report*, HFMA's *HFM* and *Patient Account*, *AHIA Prospective*, and numerous healthcare newsletters along with a contributing author to *2006 Health Law and Compliance Update*. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law. Attendees at HFMA's ANI rated her in the top 25% for each year she has presented, earning her the 'Distinguished Speaker' award.

Sue York - Director of Learning and Consulting Services, efficientC & OS inc.

Sue York, RHIA, CRCE – I, CPC, and COC, has over 25 years of experience working in healthcare.

Sue developed her wealth of coding knowledge as the manager of Medical Records, Coding, and Utilization Review in acute care and physician clinic settings. She 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 projects as Director of Operations at OS Inc. Currently, Sue serves as Director of Learning & Consulting Services, where she is responsible for OS inc. and efficientC's educational content development and consulting services.

OS inc. clients who are hospital or clinic providers often contribute as guest presenters on many topics. Please inquire, if interested in including Sue as a guest speaker.

All topics can be customized to best meet the needs of your program and audience. Presentations are informative, educational and are not solicitations.

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.

Corporate Sponsors

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The Collection Agency That Cares

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IC System
Greg Young
Email: gyoung@icsystem.com

AAHAM Virtual Fall 2021 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 September 8, 2021.

To Access the Sessions:

We will email you the webinar information closer to the date of the events.

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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Personal