



# Spring 2023 Conference Agenda

**Tuesday, April 12, 2023**

8:15 AM – 8:30 AM

**Welcome Message from HFMA & AAHAM President**

*Laurie Bruck, Hawkeye Chapter President*

*Jaiden Ellenwood, Iowa HFMA President*

8:30 AM – 10:00 AM

***Paul Miller – AAHAM Lobbyist***

Washington politics through the eyes of a common man, Paul Miller. Paul will navigate all the “hot topics” Washington Politicians are debating that pertain to Healthcare.

10:00 AM – 10:15 AM

**Morning Break**

10:15 AM – 12:15 PM

**Employee Engagement**

***Carrie Kuennen, Director of Revenue Cycle Management, Mom’s Meals***

*CEUs: 2 hours*

*As a leader, does the phrase “employee engagement” make you shudder? Does it make you think of focusing on soft skills and taking away time from the work at hand in Revenue Cycle and billing? In this session, Carrie will share her experiences and the moments in late 2020 and 2021 that had her rethinking employee engagement – during a time when the world was rapidly changing and team members moved to remote work. Considering the potentials of employee engagement activities - how these activities could create stronger connections and job satisfaction within the team; listening to team member needs; as well as looking at it from the business lens. Carrie will also discuss the results of the team’s efforts since 2021, where the team is today, and how the team continues to engage moving forward in a changing work environment.*

12:15 AM – 1:00 PM

**Lunch**

1:00PM – 2:00 PM

**What’s Everybody Doing? An Information Sharing Panel Discussion”**

*CEUs: 2 hours*

*Hawkeye AAHAM member hospitals and clinics work hard every day to deliver positive revenue cycle results for their organizations. This session is designed for Hawkeye members to share their best practices and what they are doing to improve their revenue cycle outcomes. The panel will introduce a revenue cycle topic to the group with the goal of having everyone in the room discuss and share their experiences and practices around that topic.*

*Topics will include:*

- *Measuring productivity and the impact it has on organizational metrics*
- *Leveraging your systems reporting and analytics tools to improve denial management*
- *Organizing and managing your ATB to increase productivity and resolution rates*
- *Onboarding and training of new team members. Fails, struggles, and successes*

*The session will be moderated by Shannon Hawkins, Client Services Manager from OS inc.. Shannon will help lead the discussion and share some of the practices that OS inc. teams employ when engaging with their customers.*

**Panelists:**

*Audra Ford, Business Office Manager, Madison County Health*

*Cindy Petty, CRHCP, Revenue Cycle Director, Cass Health*

*Christina Bennett, Director/Business Office, Boone County Hospital*

*Hannah Scholten, Client Services Manager, OS inc.*

*2:00 PM – 2:05 PM*

**Speaker Transition**

*2:05 PM – 3:00 PM*

**Patient Financing - Union Bank and Trust**

*Lisa Snyder, Frist Vice President of the Consumer Lending Division*

*Topics discussed:*

- *Advantages to the medical provider offering the Patient Loan Program*
- *Advantages to the patient when offered more flexible payment options*
- *The process is simple for both the hospital and patient*
- *Bank handles all servicing and collections*
- *Various plan options to replace or complement the medical provider's in-house payment plans*

*3:00 PM – 3:15 PM*

**Break**

*3:15 PM – 3:45 PM*

**Molina Healthcare**

**Tom Newton, Vice President, Network Management & Operations**

**Rondine Anderson**

*3:45 PM – 4:15 PM*

**AAHAM Closing Meeting – Laurie Bruck, President**

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# AAHAM Virtual Spring 2023 Conference

You may register online using the link below:  
<http://hawkeyeaham.org/upcoming-events/online-registration/>

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### Registration Fee for Full Conference:

<b>AAHAM Member</b>	\$100.00
<b>Non-Member</b>	\$125.00
<b>Students</b>	\$10.00
<b>Buy One/Get One Registration Free</b> (Available with one full conference registration – **Attendees for BOGO must be from same facility at full price registration**)	<i>Additional Attendee:</i> <i>Name:</i> _____ <i>Title:</i> _____ <i>Email:</i> _____

**Late Registration: Add an additional \$20 after March 27<sup>th</sup>, 2023.**

**Hotel Link:** <https://www.my-event.hilton.com/dsmuhqi-hfma-75b1b8a4-f955-4d51-afdb-9fd08749d6ef/>

**To Access the Sessions:** *We will email you the webinar information closer to the date of the events.*

**Register Online (Link at Top) or Return Registration Form To:**

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