



# SPRING CONFERENCE 2020

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Thursday March 12, 2020  
Chicago Botanic Garden

## ORCHID NOT YOUR TYPICAL FLOWER, PATIENT ACCESS NOT YOUR TYPICAL TEAM.

*Join the Association of Illinois Patient Access for our 2020 conference and vendor fair.*

- 6 great presentations on a range of important patient access topics
- Visit and network with over 100 other patient access professionals and 15 vendors and their representatives
- Visit the world famous Botanic Gardens

# SPRING CONFERENCE 2020 **AGENDA**

**7:30 - 9:00 AM**

Registration & Check-In / Exhibit Floor Open / Continental Breakfast

**9:00 - 9:10 AM**

Welcome & President's Message from Amanda Hayes

**9:10 - 10:00 AM**

**Reforming the authorization process  
Suzanne Lestina, University of Chicago Medicine**

The healthcare industry relies heavily on labor-intensive manual methods to adjudicate PA with only 12% of the industry using automation to support the PA process according to the 2018 CAQH Index report. Even with extensive manual processes in place, providers still experience an impact to revenue as 43% of post service denials are related to inappropriateness of care/services according to a recent analysis by Change HealthCare.

**10:00 - 10:50 AM**

**The Importance of Patient Registration Integrity and the Significance of Quality Reviews  
Robin Speaks, Ann & Robert Laurie Children's Hospital of Chicago**

Registering a patient is the first and initial step whenever a patient will need the services of a medical center or a physician's office. It is important to obtain correct information for clinical purposes as well as billing and collections efforts and increasing revenue cycle performance. It is equally important to provide quality checks and feedback to staff throughout the registration process to ensure staff understand the importance of obtaining accurate information and to foster a continuous communication gateway to identify opportunities for improvement, identify trends, and outline quality recommendations for staff to accomplish goals.

**10:50 - 11:10 AM**

Break / Exhibit Floor Open

**11:10 - 12:00 PM**

Sponsorship / Vendor Introductions from Kim Osinaike

**12:00 - 12:50**

Lunch / Exhibit Floor Open

**12:50 - 1:40 PM**

**Developing your personal plan for effective leadership,  
Wendy Roach Director Patient Access**

Is it really the tools that makes us great leaders? This presentation will get to the heart of leadership and that is you! Wendy will discuss recommendations for things that you can do to enhance your leadership skills.

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# SPRING CONFERENCE 2020 **AGENDA**

**1:40 - 2:30 PM**

## **Price Transparency**

**Jase Durard, AccuReg Front End Revenue Cycle Intelligence**

Strategies for Delivering Price Transparency That Matters: How to Give Patients the Out-of-Pocket Costs They Want, Improve Cash Collections and Avoid a \$100,000 Compliance Fines.

**2:30 - 2:40 PM**

Break - Orchid Show Tickets Purchase

**2:40 - 3:30 PM**

## **Carle's Journey to a Better Patient Access Experience**

**Angela Simpson Director, Patient Contact Center**

**Steve Pappas Senior VP & Chief Marketing Officer, Panviva**

Carle is a 2018-2019 certificated Great Place to Work and one of America's 50 Best Hospitals. Despite these great achievements, their problems were the same as everyone else's - Patient and staff complaints, clinic nurses stuck on the phone, and patients making multiple phone calls because the hold times were too long - just to name a few. Angela and Steve will discuss Carle and Panviva's case study which show how they used two innovative tools to effectively and efficiently improve their patient experience. They will cover lessons learned, the feedback from their employees, and where they are today.

**3:30 - 4:20 PM**

## **The Decision Tree: Choosing Between Traditional Medicare and Medicare Advantage**

**Mary Kay Furiasse, BSN,JD, LLM, of A/Z Health & Elder Law**

Summary description: learn the basics of medicare including eligibility, coverage choices and an overall understanding of the medicare process. Learn factors that could impact consumer decision-making when choosing between traditional medicare and medicare advantage. Understand the parts of medicare, learn what is medigap. The key differences between traditional medicare and a medicare advantage plan:

- a. Enrollment
- b. Access to services
- c. Costs

Learn medicare enrollment period updates and other issues, updated medicare plan finder

**4:20 - 5:30 PM**

## **Cocktail Reception & Raffle - Must be present to win!**

Cocktails sponsored by Addison Group

Orchid Show entry allowed at 4pm for those with purchased tickets

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# SPRING CONFERENCE 2020 **SPEAKERS**



## **Wendy M. Roach, Director of Patient Access**

Wendy Roach, RDMS, CHAM, is a speaker, consultant, educator, author, model, Ms. Illinois Plus America 2016 and Ms. Plus Intercontinental America 2020. Wendy is a Director of Patient Access at a top 10 hospital. Wendy sits on the Board of Directors for the National Association of Healthcare Access Management. Wendy holds a Bachelor of Science in Hospitality Management from Roosevelt University and is currently working on her Master of Science Hospital Administration with the University of St. Francis. She also holds a degree in Diagnostic Medical Sonography with certifications from the American Registry for Diagnostic Medical Sonography in obstetrics and gynecology. Once she finishes her Masters, she will be continuing on to her PhD. Throughout her career, she has been highly sought out for her knowledge, expertise, and experience in the areas of service excellence, leadership, and staff education/training. Wendy has also been a trailblazer in speaking about personal empowerment, "Finding Your Best You," and patient trend topics such as "Transgender Registrations: A New Awareness of Gender Identity Within Healthcare Registrations." Wendy has been actively involved in many organizations and charities. She is currently partnering with the Pulmonary Fibrosis Foundation to promote the awareness of Pulmonary Fibrosis. In her spare time, she enjoys spending time with her family and her dog, Roxie.



## **Jase DuRard, Chief Revenue Officer, AccuReg**

Jase DuRard brings 25 years of experience in revenue cycle solutions to AccuReg. Prior to joining the company, he worked for Zelis Payments as Senior Vice President of Enterprise Provider Solutions, Passport Health as Vice President of Enterprise Solutions, and AIM Healthcare Services where he served in various sales and operations management capacities. Each of these experiences helped shape a philosophy of delivering outcomes, rather than products, to those he serves, as well as leading those around him to do the same through active listening, constant learning, thoughtful questions, and never asking a customer to take the lead, but rather always be ready and willing to step forward first. DuRard graduated from the University of Tennessee-Knoxville, College of Business Administration, with a B.A. in Marketing



## **Angela Simpson, Director of the Patient Care Contact Center**

Angela Simpson is the Director of the Patient Care Contact Center for Carle Hospital and Physician Group. She's spent 25 years working on both the provider and carrier side of this vertically integrated healthcare system and has a passion for bringing her staff the tools they need to offer world class service to their patients. As a result of her pursuit, Angela was awarded the Ventana Research Award for Contact Center leadership and has presented at multiple conferences including the World Congress on Leadership. Angela is here today with her vendor partner, Stephen Pappas, SVP of Panviva. Their partnership developed some exciting tools that they're eager to share.



## **Robin Speaks, Quality Manager-Revenue Cycle at Ann & Robert H. Lurie Children's Hospital of Chicago**

Over 43 years of healthcare experience with an extensive knowledge of patient access, registration, payer, billing, compliance, and regulatory requirements. Subject Matter Expert for key system changes and implementation. Former recipient Allegiance Award, FEMA and CHAM certified. Volunteer singer with various choral groups and work with the Cook County Department of Corrections in prison ministry.



## **Stephen Pappas, SVP US Operations & Chief Marketing Officer, Panviva**

Steve grasps Customer Experience, especially Patient Experience, Engagement and Member Experience with all his senses and approaches it from the individual's point of view. As a successful entrepreneur, Steve has built and sold multiple companies and regularly speaks and heads workshops on customer and patient experience at NAHAM. Steve is very passionate about making sure the "experience" as well as the service and care are paramount. Steve has managed the growth of Panviva in the US Healthcare market since 2007.



## **Mary Kay Furiasse, BSN, JD, LLM, of A/Z Health & Elder Law**

Earned the Board Certified Patient Advocate (BCPA) credential in addition to her Bachelor's in Nursing and a Masters in Health Law. The BCPA designation acknowledges patient advocate professionals who have demonstrated their experience and proficiency in the field of patient advocacy. The BCPA credential is built on ethical standards, professional competencies and best practices for professionals who work in the emerging field of patient advocacy and have taken the steps necessary to become certified. She brings her clinical background as a former nurse, to the elder care practice of law. Prior to entering Law School, she spent several years as a Neuro Nurse, which provided her with a unique perspective on elder law and capacity issues.

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## 2020 Spring Conference and Vendor Faire

### Registration Form

Please note Online registration and payment is preferred

Visit [www.aipam2.net](http://www.aipam2.net)

**Thursday, March 12th, 2020**

Don't miss out, register today to secure your spot!

*Remember, for every 4 people who attend from your facility, the 5th registration is **FREE!***

Facility: \_\_\_\_\_ Total Due: \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Conference Fee: \$125 per attendee

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Register online at [aipam2.net](http://aipam2.net) or complete this form and mail it with your check, payable to aIPAM, to:  
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**We look forward to seeing you on March 12, 2020**

*Conference attendees earn NAHAM & HFMA CEU credits!*