

# aHPAM

BACK IN THE SADDLE AGAIN!

THURSDAY  
OCTOBER 12

PINSTRIPES: 7 OAKBROOK  
CENTER, OAK BROOK, IL 60523  
8:00AM - 4:00PM

## FEATURING



### **Getting Past the “Great Resignation” & Beyond**

Miriam Merens, Director, Major Healthcare Accounts, LaSalle Network



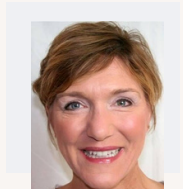
### **LGBTQ + Elements of an Inclusive Access Process: Registration, Policies & Education on Collecting Sexual Orientation & Gender Identity Information**

Oscar Zambrano, Director Business Development & Equity,  
Advocate Health



### **Next Generation in Patient Experience & Accessibility Through Telehealth Solutions**

Peter West, Senior Business Development Manager, Addison Group



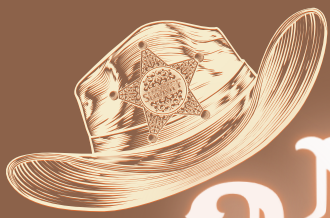
### **Best Practices & Challenges with the No Surprises Act: Updates on Proposed Rules Around Pricing Transparency & NSA**

Suzanne Lestina, Executive Director, Revenue Integrity and Strategic  
Innovation, UChicago Medicine



### **Developing your Personal Plan for Effective Leadership**

Wendy Roach, Regional Director, Patient Access Services



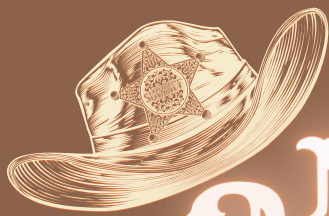
# APPAM

## PLATINUM, GOLD & BRONZE EXHIBITORS



## EXHIBITING SPONSORS





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## ABOUT OUR SPEAKERS

### MIRIAM MERENS

Joining 8 years ago, Miriam Merens is Director of Major Healthcare Accounts at LaSalle Network, a national staffing, recruiting and culture firm that specializes in healthcare staffing services. LaSalle Network has been recognized by more than 100 culture and revenue-based awards including being named to the Inc. 5000 list of fastest-growing companies for 12 years, Fortune's "Best Medium Workplaces," Forbes' "Best Professional Recruiting Firms" and to Inc. Magazine's "Best Workplaces" list.

### PETER WEST

Peter West partners with leaders at hospitals, physician groups and third party revenue cycle companies across the Midwest to provide staffing solutions, hiring market analytics, and offer support for projects such as EMR implementation.

### SUZANNE LESTINA

Executive director of patient access and revenue integrity at UChicago Medicine for the past 4 years with prior roles in senior leadership helping organizations wade through revenue cycle complexities.

### OSCAR IVAN ZAMBRANO

Óscar Iván Zambrano works for Advocate Health and has a regional role within the Business Development division in Chicago. He has successfully developed an approach based on health equity to advance the goals of his division, working with communities experiencing health disparities. He leads the processes to build and maintain cultural competence for team members in his region. In addition, Oscar Co-Chairs Advocate Illinois Masonic Medical Center's Diversity and Inclusion Committee and serves as LGBTQ Ombudsman.

### WENDY ROACH

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.



## REGISTRATION FORM

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: \$150 per attendee

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

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For faster processing, please register and pay online at [www.aipam2.net](http://www.aipam2.net). To pay by check, please still register attendees online and submit this form with payment.

Make checks payable to **Association of Illinois Patient Access Management**  
and send to: P.O. Box 2, Techny, IL 60082

*We look forward to seeing you! Conference attendees earn  
NAHAM & HFMA CEU credits!*