



FALL CONFERENCE 2018

HOMECOMING

THURSDAY, OCTOBER 11

Pinstripes | 7 Oakbrook Center | Oak Brook, IL 60523

Platinum, Gold, Silver & Bronze Exhibitors



Standard Exhibitors



Cocktail Reception, Marketing & Lunch Sponsors



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Fall Conference 2018

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**
NAHAM Updates by NAHAM Regional Delegate Rozanne Hickock, aIPAM Past President
- 9:10 - 10:00 AM **From transactional to strategic: A Comprehensive Approach to Transforming your Front-End to improve Revenue Capture, Patient Experience, and Cost to Collect**
Paul Shorosh, CEO / Founder
Today up to 30% of provider revenue is due from patients. The rest comes from payers, but only after winning the battle for reimbursement. Up to 80% of denials are predictable and preventable at the front door, and the likelihood of collecting patient liability is triple if financial liabilities are discussed and payment options are offered.
- 10:00 - 10:50 AM **A Health System's Approach to LGBTQ Health**
Óscar Iván Zambrano, Advocate Aurora Health
There is a successful approach to health equity for LGBTQ patients in Chicago. Listen to the success factors and challenges experienced in developing a Diversity and Inclusion Strategic Platform for LGBTQ patients and employees as well as the logistical elements to the execution of an LGBTQ Health System Development Platform
- 10:50 - 11:10 AM Break / Exhibit Floor Open
- 11:10 - 11:20 AM Awards Ceremony | Sponsored by Medix
- 11:20 - 12:10 PM **Sponsorship / Vendor Introductions from Kim Osinaike**
- 12:10 - 1:00 PM Lunch (Sponsored by LaSalle Network and Experian) / Exhibit Floor Open
- 1:00 - 1:50 PM **Patient Access New Service Model: Cross training to Create a One Stop Shop**
Sherry Evenson, MBA, FHFMA, Aspirus Inc.
Learn how utilizing the Lean Six Sigma process can be effective in rolling out point of service collection. We'll also address how bringing financial counseling under Patient Access unifies collection efforts and how reducing FTEs results in an enhanced patient experience.
- 1:50 - 2:40 PM **Patient Experience - A new World**
Keith Truax, FrontRunnerHC
Exploring technology solutions to revenue cycle pain points in both the pre and post world specific to payer coverage, charity care assessments, and patient ability to pay. Understanding the value of these solutions to both the organization as a whole and the patient as a consumer. Reviewing the results of technology optimization through case experiments.
- 2:40 - 3:40 PM **Creating a Successful Work from Home Program in Patient Access**
Peter Van Frayen
New trends are emerging across the country in Patient Access. Patient Access experts are learning the value of an at-home workforce. The drivers behind this shift range from employee satisfaction and retention to cost reductions and increased productivity. Moving a workforce to an at-home environment demands considerations such as paperless revenue cycle, facility compliance, proper home office environments, secure access and methods to monitor team productivity, compliance and collaboration.
- 3:40 - 4:30 PM **Cocktail Reception (Sponsored by Aerotek)**
Enjoy networking and time with our vendor exhibitors/sponsors while having a beverage and hors d'oeuvres.

[Click here to register today!](#)

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Paul Shorosh, Founder / CEO

Paul Shorosh brings more than 25 years of experience in Patient Access and Revenue Cycle Management. It is this experience that drove him to develop an industry-leading patient registration system, and ultimately found his own company – AccuReg. His personal mission is to help hospitals optimize the patient experience, reduce denials and receive payments faster. Today, AccuReg is transforming the revenue cycle from the front-end for hundreds of hospitals across the country by empowering Patient Access teams with the right people, processes and systems. In addition, Paul is credited as the architect of the NAHAM AccessKeys, while serving as the NAHAM Industry Standards Committee Chair from 2014-2017 and as a NAHAM Board member from 2008-2017.

Peter Van Frayen, Senior Director

Peter Van Frayen is a management executive with nearly 20 years of experience, including more than 11 years specializing in healthcare information technology. Peter's specialties include privacy/security, revenue cycle workflow optimization, document management and healthcare communication management. He works to provide solutions that help health systems increase revenue, reduce costs, streamline workflow and improve performance. Peter holds a BS in Health Care Administration from Ohio University.

Keith Truax

Keith currently serves as Vice President of Client Strategy at FrontrunnerHC, leveraging his extensive healthcare and finance experience to ensure clients achieve optimal levels of financial and operational performance. Most recently, Keith spent several years in various leadership roles at Target, primarily responsible for Healthcare Finance, encompassing both their Pharmacy and Retail Clinics. Prior to Target, Keith worked at Experian / SearchAmerica, providing financial consulting services to its strategic clients. Keith also spent several years with UnitedHealthcare, serving in various finance and operational leadership positions, in conjunction with attaining an Executive Black Belt. Keith's initial foray into healthcare was the Military Health System, where he served as both Chief Financial Officer and Chief Information Officer for a regional medical group. Keith has proudly served his country, both active duty and reserve, for fifteen years; all the way from enlisted Army soldier to commissioned Air Force Officer, achieving the rank of Major. He has earned a Masters of Business Administration and Bachelors of Science with majors in Finance and Economics. Keith currently lives in Scottsdale, Arizona with his wife and two younger children. His four older children are now grown, three in college and one serving in the U.S. Navy.

Óscar Iván Zambrano, Business Development & Health Equity LGBT Ombudsman

Óscar Iván Zambrano works for Advocate Aurora 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. During his tenure, Oscar has made significant contributions to advancing workplace equality within the Advocate Health system and the communities it serves aligning health disparities experienced by diverse/minority patients such as Latino, LGBTQ, Chinese, Vietnamese and the aging. Oscar leads Advocate Health's Community Health Education initiatives in Chicago and interacts closely with community health networks (Federally Qualified Health Centers FQHC) and other channels of distribution of a complex portfolio of health services. His current work includes managing medical services and cultural programmatic development geared toward immigrant and minority populations with special emphasis on LGBTQ and Latino. Oscar's work advancing cultural competence and clinical services for the LGBTQ patients has contributed to Advocate Illinois Masonic Medical Center recognition as leader by the Human Rights Campaign Foundation's Health Equality Index.

Sherry Evenson, MBA, FHFMA

Sherry Evenson, MBA, FHFMA has over 15 years of Revenue Cycle experience. As the System Director of Financial Clearance at Aspirus Inc. she is accountable for the Patient Access functions of registration, patient liability, the patient contact center and quality assurance for the hospitals and clinics within the Aspirus system. Prior to serving in this role, Sherry was the Director of Patient Financial Services at Riverview Hospital and Clinics providing leadership for registration, financial counseling, billing and payment posting. She has a passion for healthcare and is driven by the endless opportunities it offers to make a difference in the lives of the communities served. Sherry holds a Bachelor of Arts degree in Accounting and Business Administration, a graduate certificate in Healthcare Management and a Masters of Business Administration. She earned her HFMA certification in 2010 with a certificate of advanced technical study in Mastering Patient Financial Services and has been a Fellow with HFMA for the last 3 years. Sherry participates in the WI HFMA Programs Committee and Mentorship Program and is currently serving her first year on the Board of Directors. Sherry is a wife and mother of 3. The family thoroughly enjoys the adventures of traveling around the world, with some of their most memorable trips being to Jamaica, Costa Rica and Italy. Sherry and her husband Todd are looking forward to celebrating their 20th wedding anniversary this year in St. Lucia!



Fall Conference 2018 Registration Form



Thursday, October 11, 2018
Pinstripes, Oak Brook Center
7 Oakbrook Center, Oak Brook, IL 60523

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

Name: _____ Title: _____

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Register online at aipam.net or complete this form and mail it with your check, payable to aIPAM, to:

aIPAM, P.O. Box #2, Techy, IL 60082

Interested in exhibiting at the conference? Contact:

info@aipam.net

We look forward to seeing you on October 11th
Conference attendees earn NAHAM & HFMA CEU credits!