



Patient Friendly Collections Conference

November 2nd-3rd, 2015 • Washington, DC

Increase revenue, control compliance, reduce collection expenses and improve your patient experience.



**CHUCK
KABLE**
Emerus



**MICHAEL
RAWDAN**
St. Luke's
Health
System



**ETHAN
AUSTIN**
GiveForward



**SANDRA J.
WOLFSKILL**
Healthcare
Financial
Management
Association

"I really learned a lot. Excellent sessions and speakers on all counts."

-Holy Family Memorial

I attended the (GHP Network) Conference and it was all that I hoped it would be. Filled with a plethora of gold standard and best practice approaches...It was a positive and uplifting experience. We are eager to introduce some of the ideas that were shared. Again, it was a wonderful experience.

- Los Angeles Jewish Life Home

What can you expect to learn?

- ▶ Proactively manage uninsured population for improved revenue protection
- ▶ Streamline processes to yield improved community benefit & productivity
- ▶ Create personalized patient payment plans to yield a higher propensity to pay
- ▶ Define processes for addressing consumer complaints & account resolution
- ▶ Outline risk mitigation strategies for regulatory & consumer compliance

"Smaller and more intimate encouraging greater opportunity to network."

- HealthEast Care System

Supported By:



"Patient Friendly Collections Conference (Day 1)" meets the criteria of the Professional Association of Health Care Office Management and is approved for 5.5 CEU(s). "Patient Friendly Collections Conference (Day 2)" meets the criteria of the Professional Association of Health Care Office Management and is approved for 5.0 CEU(s). HBMA recognizes this conference for their 2015 CEU accreditation

DAY ONE: Monday, November 2nd, 2015



To receive program updates or to register please visit www.patientfriendlycollectionsconference.com

8:00 Networking Breakfast & Registration

9:00 Welcome from GHP Network

9:05 Opening remarks from Program Chair:

Christina LaMontagne, MBA, Forbes Contributor, General Manager & Founder at [NerdWallet Health](#)

9:10 KEYNOTE ADDRESS: The Path Less Traveled: The Opportunities Presented by 501 (r) and the Consumerization of Healthcare

- The practical ramifications of 501 (r)
- Outward facing regulatory requirements can be a strategic advantage
- The shifting behavior or healthcare customers as an impetus for change

Chuck Kable, JD, Chief Legal Officer at [Emerus](#)

9:50 Expense vs. Compliance: The Reality of 501 (r) Regulatory Roll Out

- Learn about the requirements imposed by IRC Section 501(r);
- How the final rule from the IRS responded to industry concerns; and
- How exempt hospitals have implemented 501(r) requirements

Michael Newby, JD, Director at [Hancock, Daniel, Johnson, & Nagle, P.C.](#)

10:30 Networking Break-Tea & Refreshments

11:00 Consumer Financial Protection Bureau Compliance: How to Protect Your Organization By Selecting the Right Collection Partner

- To ensure that each organization and any agency that works for the organization is properly licensed in compliance with each state and or jurisdiction standards
- To ensure that licenses and foreign qualifications are properly maintained and kept in good standing
- For agencies to avoid regulatory fines and penalties by complying each individual jurisdiction's regulations through proper licensing and regulatory compliance

Janet J. Lopez, BA, Founder & Chief Executive Officer at [Orion State Licensing, Inc.](#)

11:40 Patient Access & Revenue Cycle Management: Creating a Culture of Patient Financial Care

- Empowering patients with information
- Equipping patients with options
- Elevating patient collections

Andrea Mejia BA, Executive Director-Revenue Cycle Patient Access at [Piedmont Healthcare](#)

12:20 Networking Lunch

1:20 Utilizing A/R Management Tools & Technology to Improve Out of Pocket Collection Rates & Organizational Efficiency

- Demonstrate how to use technology to achieve billing transparency, household consolidation and effective dispute resolution
- Demonstrate how self-configured patient financing plans give patients choice and control yielding better financial performance
- Demonstrate how an automated interaction model between the self-servicing platform and multiple patient accounting systems maximizes operational efficiency

Michael Rawdan, Ph.D., MBA, System Director of Revenue Cycle & Patient Experience at [St. Luke's Health System](#)

2:00 Continuous Improvement of Financial Service Staff Development Programs for Increased POS Collections and Optimal Patient Experience

Session Objectives:

- Develop proactive auditing processes and tools to increase POS collections and improve the Patient Experience
- Building a robust Education and Learning program can prepare staff for success
- Utilizing Metrics to identify opportunities and hold teams accountable

Becky Peters, Patient Access Leader, System Director at [Sutter Health](#)

2:40 Networking Break-Tea & Refreshments

3:10 Improving Healthcare System's Margins through Patient Conversation

- Acknowledgement that self-pay receivable is a major payer group
- Provide financial consultation at all five collection points
- Encourage staffing models that maximize efficiency

Franklin Smith, MBA, Director, Patient Financial Services at [Calvert Memorial Hospital](#)

3:50 Close of Day One from the Program Chair:

Christina LaMontagne, MBA, Forbes Contributor, General Manager & Founder at [NerdWallet Health](#)

4:00 Networking Cocktail Reception

Sponsorship and Exhibition

Involvement at the conference will provide your organization with the opportunity to:

- Network with appropriate decision makers
- Increase brand and product awareness
- Educate on core strengths
- Position company as a thought leader
- Leave with new business relationships

The exhibitor and sponsor group is strategically limited in numbers to ensure an intimate and interactive environment making it easier to have a quality conversation with senior level decision makers and organizations dedicated to process improvements in this area.

Interested in Becoming an Exhibitor or Sponsor?

To learn more about the available exhibition and sponsorship opportunities please email Chris.Ritchie@ghpnetwork.com or call +1 212-885-2799



8:30 Networking Breakfast

9:00 Opening remarks from program chair:

Christina LaMontagne, MBA, Forbes Contributor, General Manager & Founder at [NerdWallet Health](#)

9:10 PANEL DISCUSSION: Surprise Medical Bills: Proactive Financial Communication for Improved Consumer Education & Credit Protection

- Healthcare Communication & Patient Relations
- Community Engagement & Cultural Sensitivity
- Medical Debt toolkits

Moderator:

Debb Gordon, PhD, Program Manager, Consumer Information Research, Markets & Regulations at Consumer Information at [the Consumer Financial Protection Bureau](#)

Panelist:

Christiane Gigi Hyland, JD, Executive Director at [the National Credit Union Foundation](#)

Breanna DiGiammarino, MPA, Life Category Lead and Marketing Partnerships at [Indiegogo Life](#)

Fatimah Hoque, MSc, Creative Strategist at [HaqqMedia, LLC](#)

10:30 Networking Break-Tea & Refreshments

11:00 Healthcare Dollars and Sense: Best Practices in Patient Financial Communications and Price Transparency

- Industry developed and proven best practices for discussing financial issues prior to or at time of service with patients
- How an effective price transparency process is critical to successful financial conversations with patients; and
- how organizations may be recognized by HFMA as an Adopter of the Patient Financial Communications Best Practices

Sandra J. Wolfskill, FHFMA, Director, Healthcare Finance Policy, Revenue Cycle MAP, [Healthcare Financial Management Association](#)

11:40 Patient Access Benchmarks in the Revenue Cycle and the Impact on the Patient Experience

- Speak to the importance of Patient Access benchmarks and their impact on the Revenue Cycle
- Describe Patient Access' role as the front-end of the Patient Experience
- Articulate the NAHAM Access Keys Point of Service Collection Benchmarks and recommendations for best practice

Brenda Sauer, RN, MA, CHAM, FHAM, Director - Patient Access at [New York Presbyterian Hospital, The University Hospital of Columbia and Cornell](#)

Suzanne K. Lestina, FHFMA, CPC, Vice President, Revenue Cycle Innovation, [AvadyneHealth](#)

12:20 Networking Lunch

1:20 The Evolving Role of Community Benefit in Improving Population Health and Access to Health Care Under the Affordable Care Act

- How community benefit has changed under the Affordable Care Act
- How a large health care system is addressing community health needs identified through Community Health Needs Assessments (CHNAs)
- How a large health care system is working with safety net providers to increase access to health care for the underserved

Ellie Zuehlke, MPH, Director of Community Benefit & Engagement at [Allina Health](#)

2:00 Medical Fundraising: A New Age Alternative to Patient Empowerment

- The basics of medical crowdfunding, the players in the space, and an overview of the market
- How crowdfunding for medical payments can compliment patient collections
- The evolution from crowdfunding to crowdgiving and how crowdgiving and the emotional support aspects can improve patient experiences

Ethan Austin, JD, Founder at [GiveForward](#)

2:40 Networking Break-Tea & Refreshments

3:10 CLOSING KEY NOTE ADDRESS: Empowering Patients Accelerates Cures

- A Key component to DIY Medical Research Projects (Example: Crowdfunding/Amplify Hope)
- How patients can accelerate cures (Example: Social Media / Rareshare.org)
- The continual need for experts. (Example: Medical Science / Science 2.0)

Paul Schindler, MA, Executive Director & Chief Executive Officer at [the Rare Genomics Institute](#)

3:50 Close of Day Two from the Program Chair:

Christina LaMontagne, MBA, Forbes Contributor, General Manager & Founder at [NerdWallet Health](#)

4:00 Close of Patient Friendly Collections Conference

Who you will Meet?

Executive & senior leadership professionals including:

- Medical practice administrators
- Patient financial service leaders
- Patient relations specialists
- Revenue cycle executives
- Collections experts
- Patient access professionals
- Compliance directors

REGISTRATION DETAILS

4 EASY WAYS TO REGISTER:

www.patientfriendlycollectionsconference.com
Call: 1-800-882-8684

EMAIL: info@GHPNetwork.com
FAX: 1-646-378-6025

Package	Register & Pay By August 21st, 2015	Standard Rate
Main Conference	\$1,395 Save \$600	\$1,995

Vendors & Academia Package	Register & Pay By August 21st, 2015	Standard Rate
Main Conference	\$2,495 Save \$600	\$3,095

Number of Attendees	Savings
3 to 4	10%
5 or more	15%

**Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount*

Please note:

- All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- Please view our registration policy for full information about payment, cancellation, postponement, substitution and discounts.
- Please note multiple discounts cannot be combined.
- Any discounts offered (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

YES, PLEASE REGISTER ME FOR:

☐ CONFERENCE ONLY

Attendee Information:

Name: _____

Company: _____

Phone: _____ Email: _____

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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Expiration Date: ____/____/____ Security Code: _____

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Signature: _____

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Conference Venue

We're currently working on finalizing a venue if you would like to be informed please contact info@ghpnetwork.com with the subject 'Venue Request - Patient Friendly Collections Conference' and we'll notify you via email.

Please note: GHP Network will never recommend, approve or appoint any third party rooming service to act on our behalf. Please be extremely wary if you are approached by any such companies. We will always endeavor to negotiate the best available rates for you so please use the Hotel's website link provided.

A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN US DOLLARS TO: IQPC HEALTHCARE, INC

* CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

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Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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