Revenue Cycle (Map App) Education Program
April 23, 2015
Bryan Medical Center East Campus
1600 S. 48th Street, Lincoln
Plaza Conference Center A

AGENDA

10:00 – 11:00 a.m.  “Successful Medicaid Eligibility Tactics in the New Healthcare Landscape”
Sandra Pinette, Vice President of Client Development for Financial Health Strategies, ProSource.
- How to identify and enroll patients for Medicaid benefits
- Identify resources available for rural facilities

11:00 – 11:30 a.m.  “Provider Best Practice”
Joni Christensen, Business Office Manager
Clarinda Regional Health Center, Clarinda, IA
- Learn what one CAH does for Medicaid eligibility

11:30 – 12:00 p.m.  Roundtable Discussions
- Discuss with others how to apply what you have learned with your current processes

12:00 – 12:30 p.m.  Lunch (provided)

12:30 – 2:00 p.m.  “Measure, Apply and Perform – From Start to Finish!”
Sandra J. Wolfskill, FHFMA
Director, Healthcare Finance Policy, Revenue Cycle MAP at HFMA

Session Objectives:
In this session we will explore the origin of the MAP Keys™, the foundation upon which the MAP APP is built. The ensuing discussion will focus on the development and content of the MAP APP, the database tool which allows subscribers to track their individual performance against the performance of their peers. Organizations do, however, benefit from more than just the peer comparisons. We will look at some of the content provided to subscribers which can be used to improve revenue cycle operations.

The final part of the program will look at the HHA data, both from the system comparison perspective and from the individual organizations within HHA as compared to their specific peers both inside HHA and externally. As part of that discussion, participants will be challenged to identify potential opportunities for improvement and to make improvements happen!

Participants in this session will:

- Understand the background to the development of the MAP Keys™ and the maintenance of the Keys;
- Learn how the MAP APP is more than just a KPI database tool;
- Understand which Keys are the most commonly used performance guideposts; and
Look at their own data and identify opportunities for improvement

BIOGRAPHIES:

Sandra Pinette,
Vice President of Client Development for Financial Health Strategies, ProSource

Sandra has over a decade of experience developing and managing client relationships as a healthcare financial executive. Prior to joining Financial Health in 2006, she was Regional Vice President of Business Development at the CCS Companies and its subsidiary, Claim Assist. She holds a Bachelor’s degree from The University of Massachusetts, Amherst. While she is active in multiple chapters across the country, she became a member of the NH-VT Chapter of HFMA in 2006.

Sandra J. Wolfskill, FHFMA
Director, Healthcare Finance Policy, Revenue Cycle MAP at HFMA

Sandra is responsible for revenue cycle and MAP initiatives at HFMA. Her extensive experience in revenue cycle management includes leading engagements with clients engaged in process mapping and analysis, project management, staffing analyses, using contemporary metrics to identify improvement opportunities, staff education, interim management and system implementation testing and training.

She holds a BA cum laude from Wittenberg University and a Master of Arts degree from The University of Delaware. Prior to founding her consulting firm, Sandra not only had extensive revenue cycle experience, but also provider management experience in a variety of positions, including serving as the chief financial officer for a small community hospital.

Target Audience: CEOs, CFOs, Controllers, Finance, Revenue Cycle, Patient Financial Services, Billing, Patient Access, Admissions, Collections, and Registration leaders and team leaders.

Registration Deadline is April 16, 2015 to Sandra.walter@bryanhealth.org

Program Fee: None (sponsored by HHA and NE HFMA)
Organization:____________________________________________________________
Number Attending:__________________________
Contact Person:___________________________________________________________
Address:________________________________________________________________
Phone:__________________________ Email:______________________________