



Health Insurance Institute

Sponsored by Florida Sunshine Chapter of AAHAM

August 16-18, 2017

8/15/16 Tuesday Board Meeting 5:00 PM Open to Membership

Conference Rate: \$199

PGA NATIONAL Resort & Spa

**400 Avenue of the Champions,
Palm Beach Gardens FL
Room Rate: \$129 Reservations (800) 863-2819**

Room Block Ends 7/17/17

Register for Hotel from link: [American Association of Healthcare Administrative Management](#)

or call 888-758-0945 weekdays from 8:00 AM until 8:00 PM and weekends from 9:00 AM to 5:30 PM

Conference Registration fee:

\$199 for AAHAM members, & \$219 for non-members.

Register for conference online at: <https://www.eventbrite.com/e/aaham-health-insurance-institute-tickets-32593952389>

30 AAHAM CEU's

Conference Agenda

AAHAM Charity Event will be



Tuesday, August 15th 5:00PM Board Meeting Open to Membership

5:00 PM 7:00 PM Board Meeting open to membership in the Private Dining Room

Wednesday, August 16th

8:00 A.M. 9:00 A.M. Registration & Breakfast Buffet Masters Ballroom

9:00 A.M. -10:00 A.M. Welcome & General Business Meeting In the Vista Room

Introductions and Reports:

- President
- Officers
- Board
- Committee Reports
- Sponsors Attending Meeting

10:00 A.M. – 10:15 A.M. Break

10:15 A.M. – 11:15 A.M. “The Fine Art of People Power”

Are you ready to be inspired, invigorated, and equipped to turn great challenges into unimaginable victories? In this compelling, inspirational presentation, Jonathan Bowman will uncover three hidden benefits of your support system that can help you achieve this goal. This is power of people in your lives. Learn to be emboldened to use your support system, not to merely sum out obstacles but to ascend far beyond them into a future of success.

Jonathan Bowman born in Pittsburgh, Pennsylvania obtained an associate’s degree in English and Communications at Allegheny Community College. He went on to earn his bachelor’s degree in Journalism and Communications from Point Park University where he graduated Cum Laude. Jonathan then attended and graduated from Ohio State University College of Law. He then practiced law at the Ohio Attorney General’s Office. During his 12-year career there, he served in a variety of leadership posts, including Deputy Attorney General and Section Chief. He led several departments to achieve success. As a result, he was a recipient of the Ohio Attorney General's Innovation and Excellence Award in 2005. Jonathan is also an avid photographer. Today Jonathan serves as CEO of Clear Picture Leadership®. He uses lessons learned from his childhood, leadership skills honed throughout his career and the inspiration embodied in his artwork to encourage leaders to achieve a “clear picture” vision. As Jonathan says, “Picturing your destination is the first step to achieving something great.” Sometimes leaders are tempted to cast aside an imaginative vision because it is deemed “unrealistic.” Yet – as his tagline says – Jonathan challenges leaders with “a different perspective: Where imagination and reality meet™”.



11:15A.M. - 12:15 P.M “Everything you always wanted to know about Work Comp Billing and then some.”

Marco will go thru the ins and outs of Workers Comp in this interactive session and Contracting/PPO Networks.

Marco Wyszowski, CorVel Bill Review Manager has a background in Operations Management within the Health Care Industry. His work includes directing a team of Bill Review Analysts, monitoring productivity, and analyzing financial reports. He is responsible for all bills that have a Florida Jurisdiction within CorVel Corporation along with keeping up with any changes regarding FL Work Comp rules and regulations. This includes New Fee Schedules, changes to MD Dispensed adjudication, and EDI updates. Marco works out of the Lake Mary office he is responsible for the total function of the Central Florida Bill Review Department including operations, financial performance, customer service, and sales management. Proficient in State of Florida Workers’ Compensation Medical Reimbursement rules and guidelines including medical EDI requirements. Work with CorVel programmers to create rules in our software to accommodate for new FL Work Comp Rules and regulations. Coach and developed bill review team on a daily basis. Maintain customer relationships. Marco has his Master’s in Business from University of Florida (2001) and B.S. in Communications from Syracuse University (1996).

12:15 P.M. – 1:15 P.M. LUNCHEON-Masters Ballroom

1:15 P.M.-2:15 P.M. Clinical Information Exchange and MACRA – Sharing Clinical Data for Dual Purposes

George V Vancore Jr. is a Sr. Manager/Systems Integrator & Business Architect working in the Delivery Systems organization at Florida Blue. He is responsible for the Delivery Systems Compliance Portfolio which includes business process and systems integration of regulatory mandates and compliance programs throughout the enterprise. This work includes health care specific federal, state and Blue Card regulatory mandates and compliance programs.

George has over 40 years of experience in Information Technology and has been with Florida Blue for 20 years this coming August. He holds an undergraduate degree in Computer Science with a minor in Mathematics and is attending the University of North Florida where he is scheduled to complete his Master’s Degree in Health Information Management and Technology in the spring of 2014.

2:15 P.M. – 3:15 P.M. Hospice & PACE

- Who does the provider bill? Questions to ask to ensure you bill the right payer.
- Hospice and Medicare Advantage Plans
- PACE as a provider and payer

Cindy Sims, Director of Reimbursement for Suncoast Hospice, holds a BS Degree in Business Administration from the University of South Florida. She is a Certified Revenue Cycle Executive through

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the American Association of Healthcare Administrative Management. Cindy has over 20 years of experience in healthcare management, billing, collections and managed care contract administration. Her background includes hospice, hospital, physician and rehabilitation arenas. She has been a speaker for the Healthcare Financial Management Association, American Association of Certified Professional Coders and the American Association of Healthcare Management covering such subjects as Managed Care Contracting, Revenue Cycle Management and Billing/Coding of various Healthcare Services.

3:15 P.M. – 3:30 P.M. Break

3:30 P.M. – 4:30 P.M. Best Practices For Harnessing The Power Of Social Media In The Healthcare Industry

How to effectively create engaging content, leverage platform advertising opportunities, and ways to promote practices and facilities that are in keeping with both HIPAA regulations and an organization's brand voice through digital marketing.

Jennifer Frazier graduated with a Bachelor of Journalism from the University of Missouri School of Journalism in 1984 and has been writing professionally ever since. Career highlights include writing the Olympic Bid for Florida 2012 and for clients such as Habitat for Humanity, the University of South Florida, and the American Psychiatric Publishing Institute. As the owner of the Tampa-based Creative Stable, she provides award-winning editorial copy and marketing tools such as websites, brochures, ad campaigns and videos for clients throughout the United States. Locally, her clients include Shield Watch, Baum Financial, The Women's Group of Florida, and Premier Community Healthcare Group. She recently served as a community advisor to the Florida Medical Clinic Foundation of Caring and is a current Board Member of the Boys & Girls Club of Tampa Bay. You can reach her by email at Jennifer@TheCreativeStable.com.

Wednesday Dinner on your own

Thursday, August 17th

8:00 A.M. 9:00 A.M. Registration & Breakfast Buffet in the Masters Ballroom

9:00 A.M. -10:00 A.M. "Generational Issues: How to Succeed with Boomers to Millenials"

The various workforce generations think differently, communicate differently, and work differently. This session will discuss those differences and how to succeed across the spectrum generations.

Matthew Snook, a Partner and Senior Health and Welfare Benefits Consultant in Mercer's Tampa office, has over 30 years of consulting experience in the health care and group benefits arena, across a wide range of topics. Matthew focuses on the use of all types of health and welfare benefit programs to complement and enhance corporate strategic initiatives. Matthew has worked extensively within the health care industry, having served as a consultant for over 30 hospital and other health industry clients across the country. Areas of Matthew's focus with his clients have included industry-specific issues relating to compliance/health care reform, health management and improvement, plan design (focusing

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on domestic usage rates and value-based benefits delivery), population segmentation issues relating to staffing needs, and others. Matthew has spoken in various forums, including network television and at national conferences, on diverse topics such as health care cost containment, advanced benefit plan design and pricing techniques, consumer directed health plan arrangements, health care reform, and population health improvement programs. Matthew has also been a regular speaker at the SHRM statewide conference in Florida, as well as the only non-attorney speaker at the benefits symposiums of two national law firms. Topics of Matthew's published articles include benefit program benchmarking, defined contribution health plans, and adverse selection control. Matthew is a graduate of Auburn University, earning a BS in Applied Mathematics and an MS in Statistics from the Graduate School of Engineering. In addition, Matthew has successfully completed five of the courses of actuarial study sanctioned by the Society of Actuaries.

10:00 A.M. – 10:15 A.M Break

10:15 A.M. – 11:15 A.M. Denials Management: From the Basics to Success

AppRev President and CEO, Seth Avery, will explain several key components to an effective denials management program.

Key Learning Objectives:

1. Understand the basics of denials management
2. Discuss and understand denials management KPIs
3. See examples of data used to understand denials KPIs
4. Review best practices from other providers

How do you determine that your hospital or practice has an effective denials management program? What are the Key Performance Indicators (KPIs) that you use to measure the effectiveness of your program? Let's review and share how several providers tackle these issues.

Using data and lessons from providers across the United States, this presentation will cover the success and failures in using KPIs to manage denials. Seth will share common KPIs used by these providers to manage their programs. How are they collected and how they are used? Do you look at average recovery? Denial rates? How are you moving the dial on these numbers?

* Review the standard data sets used by providers ANSI 837/835

* Explain KPIs

* Review how KPIs are collected and used

* Share best practices in working and improving the KPIs

Participants will be encouraged to share their experiences.

Seth Avery has over 25 years of experience as a healthcare executive, serving as auditor, consultant, Administrator and Chief Financial Officer (CFO). Mr. Avery has served as the CFO for a major teaching hospital in Texas and as the Executive Director of a leading New Jersey Medical School. He has worked at government, for-profit, and not-for-profit health care providers, as well as at a Big 6 organization. Seth has been certified by the American Academy of Professional Coders (AAPC) as a Certified Professional Coder (CPC) and is a past member of the National Advisory Board for the AAPC. He is a



frequent speaker at local, regional and national forums. Seth has a B.S. from Campbell University, an M.A. in Economics from the University of New Mexico and a Juris Doctor from Texas Wesleyan University. Seth is also a 14-year veteran of the U.S. Military, serving both as a member of 5th Special Forces Group and as a Medical Service Corps officer. Mr. Avery is a frequent speaker at local, regional and national forums, presenting engaging and informative lectures on topics relevant to the healthcare finance industry, such as denials management, the ICD-10 transition, charge capture and strategic pricing.

11:15 A.M. – 12:15 P.M Segmentation and Self-pay Reprocess

Karen Kennedy BSMT, MBA, CPAM has worked in the provider side of healthcare for 20 years encompassing both clinical and financial perspectives. Her undergraduate degree is in medical laboratory technology and she is a licensed clinical laboratory supervisor in the state of Florida. She also holds an MBA and has worked as a healthcare financial analyst, cost accountant, and PFS Manager and Director. She currently is the PFS Director of Martin Health System, a multi-campus integrated healthcare delivery system in Martin and St. Lucie Counties. Karen is an active participant in FHA, HFMA, and the current First Vice President of Board of the Florida Sunshine Chapter of AAHAM.

12:15 P.M. – 1:15 P.M. LUNCH Corporate Partners Spotlight

Spotlight on All Our Loyal Corporate Sponsors.

1:15 P.M.-2:15 P.M. Understand The Basic Of Social Security Disability And Its Impact On Patients And Providers

Jonathan Smelley provides an informative overview of the Social Security Disability approval process and touches on a number of helpful resources healthcare provider case managers and social workers can use to help assist this patient demographic. In addition, he explains how Social Security Disability concepts can help facilitate and bolster the hospital's self-pay revenue recovery efforts, as the disabled patient demographic tends to have chronic medical conditions, be of advanced age, and have large unpaid medical balances. Providers have found that strengthening their disability expertise leads to an improved patient experience and financial outcomes.

Jon Smelley is Cardon Outreach's Vice President of Social Security Disability. Jonathan has practiced Social Security Disability for over 15 years and is nationally recognized by the Social Security Administration as a qualified disability representative. The National Association of Disability Representatives has awarded Jonathan their highest honor as an Accredited Disability Representative. He has represented thousands of hospital patients in front of Social Security Administrative law judges in multiple districts, converting millions of dollars in unfunded hospital debt through SSI Medicaid and SSDI Medicare. Hospitals across the country engage Jonathan to architect disability processes that help lower AR days and increase revenue recovery.

2:15 P.M. – 3:15 P.M. Medicare Updates

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First Coast Service Options, the Medicare contractor for Florida, Puerto Rico, and the US Virgin Islands, will highlight some of the important changes applicable to the provider community affecting potential payments and billing processes.

Ursula Weaver: As a provider relations representative at First Coast Service Options, Ursula prepares communications for healthcare providers supplying Medicare beneficiaries with services. She is also the project manager of First Coast's annual symposium Medicare Speaks, which depends on coordination of internal and external presenters to ensure success. Ursula started her career with First Coast in 2003 and holds a master's degree in business administration.

3:15 P.M. – 3:30 P.M. Break

3:30 P.M. – 4:30 P.M. The Winning Strategies and Trends

Lisa will discuss Orlando Health's 2016 Achievements with AR days at 47 and Cash acceleration. **Lisa Sasso**, MBA, CHFP has worked for Orlando Health for 18 years and has been in the healthcare Industry for 30 years. During her career, she has worked in various Clinical, Information Technology and PFS roles and has been instrumental in the development and implementation of various IT systems. In her current role as Financial Manager, she leads a team of 14 people responsible for Access Process Improvement, Quality Assurance and Projects for Revenue Management. Her team assists all areas of patient access, facilitates special projects and coordinates education across hospital and physician revenue management departments. The team also conducts Quality and Compliance audits for Revenue Management providing process and system improvement recommendations. Lisa has been active in the HFMA Florida Chapter for the past several years serving in various roles such as Education Co-chair, Registration Chair, Policy Chair and ANI Conference volunteer.

6:00 P.M. – 9:30 P.M. President's Reception – Masters Ballroom

Business Casual Attire - Refreshments: Cocktails and Surprise Buffet

9:30 P.M. Raffle for Prizes



Friday, August 18th

8:00 A.M - 9:00 A.M. Registration & Breakfast Buffet in Masters Ballroom

9:00 A.M. - 10:00 A.M. Aetna

David Segal Vice President, Network Management, Aetna, is responsible for the Tampa / Southwest Florida local market managing the entire provider relations and contracting team. He has more than 20 years of healthcare experience with Prudential and Aetna and over 14 years collaborating directly with Florida healthcare providers.

Through the years David has received numerous awards from the National Winner's Circle (for best improved hospital deal) to national recognition in helping with the development of Aexcel in 2004, one of Aetna's first performance networks. He has always been collaborative with providers to come up with ways to keep healthcare more affordable. David Graduated from Jacksonville University with a Bachelor in Business Administration majoring in business administration and business management.

10:00 A.M - 12:00 A.M EPIC Round Table Discussion

EPIC HB Focus Group: Discuss and Learn from those with top quartile Epic HB Metrics. Learn how to improve your metrics by working smarter with your claim edits, DNB edits, Stop Bills, and Work queues. Real examples of rules and how they are used will be discussed. This is a great opportunity to pick up some tips and apply them to your own business office! Even if you are not an EPIC shop, there are lessons learned and AR tips for all.

Drawings for Prizes and Adjournment.

Copies of the educational presentations will be loaded on the chapter web site for future reference. We invite all attendees to explore the AAHAM web sites. Our organization began in 1968 and is a well-known international organization for healthcare revenue cycle managers from Admitting to the Business Office and beyond. Our educational certification levels are valuable in the advancement of your career and your staff.

Visit our national web site or our local chapter for more information- our network meets needs of your organization and people.

National: www.aaham.org Local Chapter <http://www.floridaaaham.com>

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