

2009 FALL EDUCATION CONFERENCE

September 16 – 18, 2009

Doubletree Hotel & Conference Center
1 Wenona Park Place
Bay City, MI



MPAA

*Michigan Patient Accounting Association
Region I*

BRIDGING THE GAP



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Please join us for the 2009 Fall Education Conference

Sponsored by



MPAA

*Michigan Patient Accounting Association
Region I*

As MAHAP and MPAA gather for their third jointly sponsored Fall Education Conference, our country is experiencing difficult economic times. Those of us in healthcare understand the sting of this as keenly as any other industry impacted by the recession – decreased reimbursement, increased out-of-pocket expenses and rising numbers of uninsured, uncompensated care and bad debt are common themes.

The current economic climate makes this year's theme, Bridging the Gap, even more profound – never has it been more important for Patient Access and Patient Accounting to team together to find innovative ways to positively impact reimbursement, prevent denials and strengthen the financial situation of our organizations.

This year we are pleased to welcome  **hfma** eastern michigan chapter as a Fall Education Conference partner. healthcare financial management association

Bay City, Michigan is a City of Bridges - each bridge connects unique parts of the city; the historic district, art, commerce, health, recreation and residential. Such is the relationship between Patient Access, Patient Accounting and Finance – unique tasks that unite all facets of revenue cycle operations.

The Fall Education Conference is a rich tradition of educational programs and networking opportunities. Please join us in the City of Bridges where we promise to invigorate, inspire and educate you.

Network and share best practices and ideas and then return to your organization refreshed and ready to tackle the challenges we are sure to face in the coming year.

We look forward to seeing each of you as we continue our joint endeavors!

Elizabeth Reason
President, MAHAP

Carolyn Post
President, MPAA

2009 MAHAP/MPAA Fall Education Conference Schedule

Wednesday, September 16, 2009

2:00 pm Planning Committee Meeting
4:15 pm – 5:00 pm Corporate Partner Welcome Reception
5:00 pm – 6:30 pm Corporate Partner Set-Up
6:00 pm – 9:00 pm Attendee Registration
7:00 pm – 10:00 pm Attendee Welcome Reception and Corporate
Partner Time

Thursday, September 17, 2009

6:00 am – 7:00 am Invigorating Wake-Up Walk
7:00 am – 8:00 am Attendee Registration
7:00 am – 8:00 am Breakfast / Corporate Partner Time
8:00 am – 8:15 am Opening Remarks
8:15 am – 9:45 am **Key Note Speaker – Christine Holten Cashen – Stop
Global Whining!**
9:45 am – 10:30 am Break / Corporate Partner Time / Group Photo
10:30 am – 12:00 pm **Speaker – David Morrisey – Moving People Forward to
Pay: A Patient-Friendly Approach**
12:00 pm – 1:00 pm Lunch / Corporate Partner Time
1:00 pm – 2:30 pm **Speaker – Christine Holten Cashen – Why Can't
Everybody Just Get Along?!**
2:30 pm – 3:30 pm Break / Corporate Partner Time
3:30 pm – 5:00 pm **Speaker – Stephen R. Ryan – Managing Third
Party Denials**
6:00 pm – 10:00 pm Evening Event – Prize Drawings

Friday, September 18, 2009

6:30 am – 7:30 am Invigorating Wake-Up Walk
7:30 am – 9:00 am Breakfast / Corporate Partner Time
9:00 am – 12:00 pm **Third Party Updates**
10:00 am – 10:30 am Break / Corporate Partner Time – Hotel Check Out
12:00 pm Lunch and Listen
12:30 pm – 2:00 pm **Speaker – John Woerly – Road Much Traveled:
Revenue Cycle Operations – Going the Extra Mile!**
2:00 pm – 2:30 pm Closing Remarks – Prize Drawings

SPEAKER INFORMATION

Christine Holten Cashen

Stop Global Whining!

and

Why Can't Everybody Just Get Along?!

Fasten your seatbelt and enjoy the ride. Christine Cashen delivers a fast-paced, hilarious program with useful content that makes her a sought after speaker worldwide. For more than 14 years she has jazzed an amazing variety of audiences throughout the United States, Canada, South Africa and Australia. Christine is an authority on sparking innovative ideas to handle conflict, reduce stress and energize employees.

Before hitting the speaking scene, CC was a university admissions officer, corporate trainer and broadcaster. Hey – she even votes. Christine holds a Bachelor's Degree in Communications and a Master's Degree in Adult Education. She is a member of the National Speakers Association and is a Certified Speaking Professional (CSP). CSP is an earned designation awarded by the National Speakers Association and the International Federation for Professional Speakers. It is the speaking profession's international measure of speaking experience and skill. Fewer than 7% of the speakers on the planet hold this designation.

What makes her unique is the “real” factor. Whether talking about her “hottie engineer” husband, pet peeves or growing up in an Italian/Irish household, audience members can relate to her experiences, struggles and lessons. She combines a down-to-earth attitude with a colorful artistic streak. Comments from audience members such as “I feel like I've known her forever”, “we must take her back to our workplace” and “it felt as if Christine was speaking directly to me”, are a testament to her effectiveness and style.

Christine has been featured as a creativity expert in *HOW Designs at Work* magazine and is a co-author of the book *Mission Possible, Volume Eight*. She has also developed the *A Dynamic Speaker* series of learning resources: *Get What You Want With What You've Got* DVD, *Why Can't Everybody Just Get Along* CD and *Got Humor* Video. Christine resides in Dallas with her husband, their two young children and chocolate lab puppy.

David Morrisey
Moving People Forward to Pay:
A Patient-Friendly Approach

Relying on over 30 years of experience in healthcare and management training, David Morrisey has used his expertise in human motivational techniques and process design to maximize production results at KeyBridge. A talented speaker and motivator, Morrisey has also taught hundreds of seminars and courses around the country on the subjects of effective communication skills and the keys to motivation.

With studies in the areas of engineering and management at Ohio State University, Eastern Kentucky University and Lima Technical College, Morrisey has bolstered his education with the Certified Professional Business Executive (CPBE) certification from the Medical Dental Hospital Business Associates (MDHBA). He is an active member of the Medical Group Management Association, the Healthcare Financial Management Association, the Orthopedic Managers Association, the Michigan Patient Accounting Association and the Michigan Association of Healthcare Access Professionals.

John Woerly
Road Much Traveled: Revenue Cycle
Operations – Going the Extra Mile!

John Woerly is a Senior Manager in Accenture's Health Administration practice, focusing on Revenue Cycle strategies. He is recognized as a Subject Matter Advisor and the Solutions Development Methodology Champion for Clinical Documentation (Health Information Management) and Patient Information Management (Patient Access).

John has over 25 years of progressive management experience in large, multi-site healthcare providers, including physician group practices, public health, for-profit and university settings. He successfully blends clinical and financial expertise to deliver customer-centric solutions. Revenue Cycle improvements have emphasized collaboration of front-end and back-end operations with attention to clinical documentation and process. His past 10 years have been spent in consulting in many of the country's leading healthcare organizations; however, prior to that time, he served in multiple capacities within the hospital setting including Enterprise Director, Patient Access; Director, Telecommunications; Managed Care Administrator; and Assistant Director, Medical Records.

John holds a Master's Degree in Health Sciences Administration from Central Michigan University and a dual Bachelor's Degree in Business Administration and Medical Records Administration from Illinois State University. John also holds the credentials of RHIA (Registered Healthcare Information Administrator) from AHIMA and CHAM (Certified Healthcare Access Manager) from NAHAM. John has served twice on the NAHAM Board of Directors and is presently a member of NAHAM's Special Projects and Membership committees.

Stephen R. Ryan
Managing Third Party Denials

Stephen R. Ryan is a member of the firm Miller Johnson and has been practicing law since 1987. He works with hospitals, health systems and medical providers to provide litigation and counseling on reimbursement issues. Among his clients are Spectrum Health, Bronson Methodist Hospital, Borgess Medical Center, Mercy General Health Partners, St. Mary's Health Services (Grand Rapids, MI) and Munson Medical Center. Mr. Ryan is the only practitioner in Michigan whose practice focuses exclusively on reimbursement litigation and counseling.

Mr. Ryan routinely seeks and collects interest and attorney fees from carriers for wrongful denials by enforcing state and federal laws requiring prompt payment of claims. His firm's Provider Reimbursement Group provides *Client Alerts*, an electronic bulletin to clients, regarding reimbursement issues and case updates. Each year from 2004 through 2006, the Miller Johnson's Provider Reimbursement Group, which Mr. Ryan chairs, collected the following from third-party payers: More than \$10 million in disputed and denied charges; more than \$250,000 in interest and attorney fees.

Mr. Ryan is active with D.A. Blodgett Services for Children and Families and serves on the Board of Directors. He was President of the St. Alphonsus School Board and has volunteered with the Big Brothers program.

Mr. Ryan received his law degree *cum laude* in 1987 from Notre Dame Law School where he was the notes editor on the Law Review. He earned his undergraduate degree *summa cum laude* in 1984 from Central Michigan University and was valedictorian, and a member of Phi Kappa Phi Honorary. He is admitted to practice in Michigan.

Third Party Updates*

- ❖ Christine L. Stottlemeyer/Brenda Chambers – AAHAM
(Brief overview of technical certification program)
- ❖ BJ Byers - Blue Care Network
- ❖ Doug Bray – Blue Cross Blue Shield
- ❖ Karen Arndt – CareSource
- ❖ Sandy Cleveland – Cofinity
- ❖ Ken Walker – Health Plan of Michigan
- ❖ Laurie Gillette – Humana
- ❖ Ken Axtel – McLaren
- ❖ Moji Miller – MDCH (Medicaid)
- ❖ Denise Hughes – Molina Healthcare
- ❖ Pat Zachmann – NGS (Medicare Part A)
- ❖ Amy Kremkow – Physician's Health Plan
- ❖ Crystal Klier – Priority Health

*Representatives subject to change

IMPORTANT INFORMATION

Hotel Accommodations

Attendees are responsible for making their own room reservations directly with the Doubletree Hotel (**Reservation Line: 800-222-TREE or 989-891-6000**). We recommend that you make your reservations early to guarantee your room at the conference rate.

- ❖ Rates: Single and double = \$104.00
- ❖ Rates are valid through August 26, 2009 and exclude sales and occupancy taxes
- ❖ Mention MAHAP – Michigan Alliance of Healthcare Access Professionals when reserving your room to get the special rates
- ❖ The Doubletree Hotel has agreed to extend the MAHAP/MPAA Room Rate through September 20, 2009 for attendees who wish to extend their stay in Bay City and sample the attractions the region has to offer
- ❖ Doubletree cancellation policy: All reservations must be cancelled by 6:00 pm on the day prior to your arrival date to avoid a cancellation fee equal to one-night's room and tax
- ❖ All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Doubletree will not hold any reservations unless secured by one of these methods
- ❖ Doubletree check in time is 3:00 pm and check out time is noon

Area Attractions

Welcome to Bay City, Michigan - Big City Life with Small Town Appeal

Enjoy Bay City's unique downtown. Located along the riverfront, the historic downtown offers a collection of specialty shops, galleries and restaurants, while many popular chain stores are just a short drive away. Recreational opportunities abound with walking and biking trails that line the Saginaw River while the Bay Area flourishes with exciting cultural and tourist attractions.

Golf Outing

Relax and enjoy leisure time in Bay City and start the conference off with a round of golf.

- ❖ When: Wednesday, September 16, 2009
- ❖ Tee time: Approximately 11:00 am
- ❖ Cost: Approximately \$25.00 per person (includes cart)
- ❖ Where: Bay County Golf Course, 584 W. Hampton Rd., Essexville, MI 48732

Please notify Elizabeth Reason at reasone@comcast.net by September 1, 2009 if you are interested in golfing.

Conference Attire

Attire at the MAHAP/MPAA conference is casual.

Publicity Photo

The group photo is a Fall Conference tradition. Please join us on Thursday at 9:45 am during the break to be included in the photo. All attendees will receive a copy.

Corporate Partner Time

MAHAP and MPAA are very grateful for the generous support of our Corporate Partners. Visiting with the Corporate Partners is an important part of the Fall Conference experience. In addition to sponsoring meals and events, our Corporate Partners also reward attendees with a generous prize drawing. The Prize Drawings will be held Thursday evening and Friday at closing. Attendees must be present to win. Attendees may only win one time. Please make sure to take time and thank the Corporate Partners for their generous support as you visit their booths.

2009 MAHAP Board of Directors

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2009 Fall Education Conference Committee

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MAHAP Honorary Member



BRIDGING THE GAP
2009 FALL CONFERENCE
REGISTRATION FORM FOR
MAHAP OR HFMA MEMBERS
(who are not MPAA members)

NAME: _____ TITLE: _____

CHAM CHAA RN CPAM RHIA CHFP CPAM CCAM

Is this your 1st Fall Conference? YES _____ NO _____

HOSPITAL / ORGANIZATION: _____

E-MAIL ADDRESS: _____

TELEPHONE: _____

REGISTRATION

_____ \$150.00 Registration Fee (MAHAP Member)

_____ \$250.00 Non-Member Registration Fee

_____ \$50.00 MAHAP Membership Fee to pay Member Rate – Join Now!

* * * Registration Cut-Off Date – September 1, 2009 * * *

Fax completed Registration Form to:
Barbara Hosmer (313) 745-4639

Mail payment and copy of completed registration form to:
Barbara Hosmer,
Manager Inpatient Unbilled/Admitting
Children's Hospital
3901 Beaubien Blvd.
Detroit, MI 48201

Make Checks payable to: MAHAP