

# 2010 MAHAP - MPAA FALL EDUCATION CONFERENCE

October 6 – 8, 2010

Comfort Inn Hotel and Conference Center  
2424 South Mission  
Mt. Pleasant, MI



**MPAA**

*Michigan Patient Accounting Association  
Region I*

## **FINDING REVENUE CYCLE SUCCESS IN DIFFICULT TIMES**



## Finding Revenue Cycle Success in Difficult Times 2010 MAHAP – MPAA Fall Education Conference

### Daily Schedule of Events

#### **Wednesday, October 6, 2010:**

- 2:00pm Conference Planning Committee Meeting
- 4:00pm – 6:00pm Corporate Partner Registration, Reception and Set-up
- 6:00pm – 9:00pm Attendee Registration
- 7:00pm – 10:00pm Attendee and Corporate Partner Welcome Reception  
(Corporate Partner Exhibit Hall)

#### **Thursday, October 7, 2010:**

- 6:00am – 7:00am Wake-Up Walk  
(Comfort Inn Lobby)
- 7:30am – 5:00pm Attendee Registration
- 7:30am – 8:30am Breakfast  
(Corporate Partner Exhibit Hall)
- 8:30am – 8:45am Opening Remarks
- 8:45am – 10:15am Key-Note Presentation:  
“Never Fly Solo”
  - Lt. Colonel Rob “Waldo” Waldman - Your Wingman  
(Preview This Presentation By Visiting [www.yourwingman.com](http://www.yourwingman.com))
- 10:15am – 11:00am Morning Break  
(Corporate Partner Exhibit Hall)
- 11:00am – 12:30pm Attendee and Corporate Partner Group Photo
- 11:00am – 12:30pm Morning Presentation:  
“Creating a Vision: Complexities of the Financial Clearance and Securitization Process”
  - Julie (Packard) Waddell - MedAssets
- 12:30pm – 1:30pm Lunch  
(Corporate Partner Exhibit Hall)
- 1:30am – 3:00pm Afternoon Presentation I:  
“RACs, MACs, and MICs: Who’s Auditing Your Claims?”
  - Michael Holper – Trinity Health
- 3:00pm – 3:30pm Afternoon Break  
(Corporate Partner Exhibit Hall)
- 3:30pm – 5:00pm Afternoon Presentation II:  
“Do Now”s in Front-to-Back Self-Pay Management”
  - Panel Presentation and Group Discussion
- 6:00pm – 9:00pm Attendee and Corporate Partner Celebration Reception  
Corporate Partner Prize Drawings  
(Corporate Partner Exhibit Hall)

#### **Friday, October 8, 2010:**

- 6:30am – 7:30am Wake-Up Walk  
(Comfort Inn Lobby)
- 8:00am – 9:00am Breakfast  
(Corporate Partner Exhibit Hall)
- 9:00am – 9:15am Opening Remarks
- 9:15am – 10:45am Morning Presentation I:  
“Keys to Effective Leadership in a Diverse Workforce”
  - Brian Shannon – EJB World Trade
- 10:45am – 11:15am Morning Break  
(Corporate Partner Exhibit Hall)
- 11:15am – 12:45pm Morning Presentation II  
“Reducing Denials Through Collaboration”
  - Claudia Birkenshaw Garabelli – IMA Consulting
  - Karen Popa – Munson Medical Center
- 12:45pm – 1:00pm Closing Remarks  
MAHAP and MPAA Prize Drawings

# Finding Revenue Cycle Success in Difficult Times

## 2010 MAHAP – MPA Fall Education Conference

### Information About Our Speakers

#### **Lt. Col Rob Waldman** **Never Fly Solo**

**Lt. Col. Rob "Waldo" Waldman** ([www.yourwingman.com](http://www.yourwingman.com)) is a professional leadership speaker and author of the *New York Times* and *Wall Street Journal* bestseller *Never Fly Solo*. He teaches organizations how to build trusting, revenue producing relationships with their employees, partners, and customers while sharing his experiences as a combat decorated fighter pilot and businessman. Waldo overcame massive claustrophobia and a fear of heights to become a fighter pilot and believes that the key to building a culture of trust lies with your wingmen – the men and women in your life who help you to overcome obstacles, adapt to change, and achieve success. In business and life, you should never fly solo! The solution to winning when the heat is on lies in the ability of every wingman in your organization, regardless of their role, to support the team and be 100% committed to the mission. Waldo is a graduate of the U.S Air Force Academy and also holds an MBA with a focus on Organizational Behavior. A Certified Speaking Professional (CSP), his clients include *Hewlett Packard*, *New York Life*, *Nokia*, *Home Depot*, *Aflac*, and *Johnson & Johnson*. Ranked one of the Top 40 under 40 Business Leaders in Georgia, he's been featured on *Fox & Friends*, *CNN*, *Investor's Business Daily*, *The Atlanta Journal Constitution*, and *Business Week*.

#### **Julie (Packard) Waddell** **Creating a Vision: Complexities of the Financial Clearance and Securitization Process**

**Julie (Packard) Waddell** ([jwaddell@medassets.com](mailto:jwaddell@medassets.com)), Vice President, Revenue Cycle Solutions Strategy, MedAssets has more than 23 years experience in healthcare revenue cycle operations in both the not-for-profit and investor-owned sectors working for organizations such as Triad Hospitals and HCA, the Healthcare Company. As VP, Revenue Cycle Solutions Strategy, Julie helps to define client solutions by interfacing with customers and prospects and interpreting the customer's needs. Julie previously held the role of CarePricer® Product Owner where she was responsible for the development and growth of the Web-based tool that produces Patient Friendly Estimates®. Julie has been published in HFM, AHIMA Journal and Frontiers of Health Services Management. She is a member of HFMA and a frequent speaker at national healthcare association events.

#### **Michael Holper** **RAC's, MAC's and MIC's: Who's Auditing Your Claims?**

**Michael Holper** ([holperm@trinity-health.org](mailto:holperm@trinity-health.org)) serves as Senior Vice President, Organizational Integrity & Audit Services for Trinity Health. He is responsible for Trinity Health's Organizational Integrity Program, its system-wide compliance program, and for Trinity Health's internal audit function. Michael oversees a staff of 35 professionals with health care financial, information systems, clinical, coding and operations audit and consulting experience. He has worked for Trinity Health for 16 years. Prior to joining Trinity, Michael spent 10 years with the health care practice of Ernst & Young in Indianapolis.

#### **Self-Pay Panel** **"Do Now"s in Front-to-Back Self-Pay Management"**

**Dave Cavell** ([dcavell@cch.org](mailto:dcavell@cch.org)) is Director of Business Office Services at Chelsea Community Hospital, a new hospital member to Trinity Health. "My life's work has been focused on reducing accounts receivable and maximizing cash while mentoring my staff for the future". Dave is also making a difference for the uninsured and underinsured patients his hospital serves. "When I came to Chelsea, the hospital had a Patient Assistance Fund to help patients in need, but the fund was rarely used, and dollar-for-dollar adjustments were made," Cavell says. "I wanted to make the process patient-friendly in a way that would extend the life of the fund as long as possible." He did that by simplifying the form that patients have to fill out, simplifying the application process, and making \$100 adjustments from the fund, regardless of the amount of the patient's charges. Now patients in need can get financial help without a lot of red tape and additional stress while they're worrying about their health problems.

# Finding Revenue Cycle Success in Difficult Times

## 2010 MAHAP – MPAA Fall Education Conference

### Information About Our Speakers (Continued)

**Anne Marie Garbinski** ([amgarbinski@lsaservices.com](mailto:amgarbinski@lsaservices.com)) is Executive Director of L & S Associates and in her role is responsible for new business development and continuing operations at partner hospitals. Anne Marie's role at L & S is the latest in a career where she has experience managing many diverse aspects of the healthcare system; from clinical care, responsibility for quality patient outcomes, to management roles in equipment companies, managed care, and PHOs where she had bottom line profit/loss responsibility. She truly enjoys her current position because as a Medicaid Advocacy Company, L & S is trying to secure coverage for patients that may not be able to get it themselves. Anne Marie is a long-time and active member and supporter of HFMA (both Eastern and Western Michigan chapters), MPAA, and MAHAP.

**Steve Gruner** ([sgruner@healthwaresystems.com](mailto:sgruner@healthwaresystems.com)) is Chief Executive Office and President of Healthware Systems. As CEO, Steve works to bring a customer-focused approach to the company's research and development efforts. He believes in innovation that is driven by the marketplace, and he leads the Healthware team in meeting with healthcare financial managers to develop tools and strategies for improving revenue cycle issues they face. Prior to Healthware, Steve held the position of Executive Vice-President for National Data Services, and was responsible for managing all technical services and product development for the firm, and successfully launched an innovative and patient-centered hospital billing statement product. At the time of his departure, this product was servicing over 20 metropolitan-Chicago hospitals.

**Luke Meert** ([lmeert@botsford.org](mailto:lmeert@botsford.org)) is Corporate Director of Accounts Receivable for Botsford Healthcare, where he oversees Revenue Cycle functions for Botsford Hospital, Botsford Clinic System, Botsford Continuing Health Center, Community Emergency Medical Service, and Botsford Outreach Laboratory, Botsford CRNAs, and Botsford Outpatient Pharmacy. With over 20 years of experience in the healthcare Revenue Cycle, Luke has worked both as a consultant and a provider in areas spanning the Cycle's beginning (patient scheduling and pre-arrival) to the middle (billing and collections) to the end (bad debt placements and sales). Luke received both his Bachelor of Business Administration degree and his Masters of Business Administration degree from the University of Michigan. Luke is currently President-Elect and a Board Member of the Michigan Alliance of Healthcare Access Professionals ("MAHAP"), a Board Member of the Michigan Patient Accounting Association – Region II ("MPAA-II"), and an active member and Revenue Cycle Co-Chair in the HFMA – Eastern Michigan Chapter ("HFMA-EMC"). Luke is also a member and past national regional delegate for the National Association of Healthcare Access Managers ("NAHAM"), and a member of the American Association of Healthcare Administrative Management ("AAHAM") and the Healthcare Financial Management Association ("HFMA"). Luke currently holds NAHAM's Certified Healthcare Access Manager ("CHAM") certification HFMA's Healthcare Financial Management Fellow ("HFHMA") certification. Luke is a regular presenter-contributor to MPAA, MAHAP, and HFMA-EMC, and NAHAM.

**Phil Solomon** ([psolomon@ucbinc.com](mailto:psolomon@ucbinc.com)) is the Chief Client Officer and Senior Vice President of Sales & Marketing at UCB, Inc., a revenue cycle optimization firm. Phil has a 19 year track record focused on the adoption of leading edge technology and business process outsourcing solutions for the healthcare industry. He has significant experiences and successes addressing emerging revenue cycle issues facing health care providers in this difficult economy. Through Phil's leadership as a Managing Partner, his company Collectech Systems gained national acclaim from INC Magazine as one of the 500 fastest growing private companies in America two years in a row. Other positions he has held include serving as CEO for Knowlegent, a Fast Tech 50 software development firm and Senior Vice President for IntelliRisk, a Global Technology, and revenue cycle outsourcing company. Phil's career in health care has been focused exclusively in the areas of patient access optimization, data analytics and modeling, customer service, and revenue cycle process improvement. Phil is an accomplished speaker, entrepreneur, and futurist thinker. He is an active member of HFMA, NAHAM, AAHAM, MGMA, National Association of Call Centers and American Collection Association

### **Brian Shannon**

#### **Keys to Effective Leadership in a Diverse Workforce**

**Brian Shannon** ([bshannon@ejbworldtrade.com](mailto:bshannon@ejbworldtrade.com)) is a writer, trainer and member of the National Speaker's Association. Additionally, he is President of the EJB Group, an international company specializing in healthcare sales, leadership and productivity. Brian has worked with hundreds of healthcare providers over the years sharing ideas and information on opportunities related to the entire revenue cycle. Mr. Shannon is also currently partnered with a variety of best of breed companies who provide services to hospitals. Brian resides in Charlotte, NC with his wife and two children. If you would like to learn more about him, please visit his website at [www.brianshannon.net](http://www.brianshannon.net).

# Finding Revenue Cycle Success in Difficult Times

## 2010 MAHAP – MPAA Fall Education Conference

### Information About Our Speakers (Continued)

#### Claudia Birkenshaw Garabelli and Karen Popa Reducing Denials Through Collaboration

**Claudia Birkenshaw Garabelli** ([cbirkenshaw@ima-consulting.com](mailto:cbirkenshaw@ima-consulting.com)) is a Senior Consulting Manager with IMA Consulting, a national healthcare consulting firm offering outcomes-oriented consulting services and devoted exclusively to healthcare organizations. Claudia applies her extensive years of healthcare experience to focus on Revenue Cycle services. She has over 18 years of managerial hospital revenue cycle experience and has worked over 25 years in the healthcare finance industry. Claudia is the author of two books: *The UB-92 Handbook for Hospital Billing*, and *The UB-04 Handbook for Hospital Billing*, both published by the American Hospital Association. She has been a key speaker for HFMA's Revenue Cycle Boot Camp which is offered throughout the country, and has presented to the Michigan Hospital Association, Emdeon, a state Medicaid association, HFMA groups, and various other organizations. Claudia holds a Master's of Science of Administration degree from Central Michigan University, is an active participant with the National Uniform Billing Committee (NUBC), and manages her own company, Modern Management Muse, *The Art of Healthcare Finance*.

**Karen Popa** ([kpopa1@mhc.net](mailto:kpopa1@mhc.net)) is the Director of Patient Financial Services at Munson Medical Center in Traverse City. She is a Registered Nurse who has her Masters in Business Administration. Karen has worked in healthcare for 34 years, including 20 years in management. She has been a leader in the Revenue Cycle at Munson for the past 7 years. Her responsibilities currently include Patient Access, Scheduling, HIM: Coding and Transcription, Billing and Patient Accounts.



# Finding Revenue Cycle Success in Difficult Times

## 2010 MAHAP – MPAA Fall Education Conference

### Conference Information

#### Area Attractions

The Mt. Pleasant area is more than you'd ever expect and a lot more fun! Whether it's trying your luck at the Soaring Eagle Casino, taking a stroll through the parks on a beautiful fall day, a scenic canoe trip down the winding Chippewa River, or catching a Central Michigan University football game on a crisp fall afternoon, Mt. Pleasant has it all. The area's rich American Indian heritage, 15 championship golf courses, fabulous shopping and dining, and quality lodging for any budget make Mt. Pleasant a great destination. For information about the Mt. Pleasant area, visit [www.mountpleasantwow.com](http://www.mountpleasantwow.com).

#### Pre-Conference Golf

Relax and enjoy leisure time in Mt. Pleasant with pre-conference golf

- ❖ Where: The Pohlcat (989-773-4221)
- ❖ When: Wednesday, October 6<sup>th</sup> (10:00 – 10:27 Tee Times)
- ❖ Cost: \$29.00 (9 Holes)

Tee times will be held until October 1<sup>st</sup>.

Contact Luke Meert ([lmeert@botsford.org](mailto:lmeert@botsford.org)) if interested.

#### Conference Attire

Conference dress is casual.

#### Conference Photo

The Attendee and Corporate Partner photo is a Conference tradition. Please join us Thursday, October 7<sup>th</sup>, at 10:15 am to be included in this year's photo. All Attendees and Corporate Partners will receive a copy.

#### Corporate Partner Time

MAHAP and MPAA are very grateful for the generous Conference support provided by our Corporate Partners. Visiting with our Corporate Partners is an important part of the Fall Conference experience. In addition to sponsoring meals, breaks, and events, our Corporate Partners also provide many gifts to Attendees during the Thursday evening Celebration Reception drawings. Attendees must be present to win. Attendees may win only once. Please remember to make time to visit all of our Corporate Partners' exhibits and thank them for their support.



# **Finding Revenue Cycle Success in Difficult Times**

## **2010 MAHAP – MPAA Fall Education Conference**

### **2010 MAHAP Board of Directors**

**President: Elizabeth Reason**

**Past President: Pam Kast**

**President-Elect: Luke Meert**

**Secretary / Membership Chair: Terri Lombardi**

**Treasurer: Laurie Schafer**

**Program Chair: Ruth Hamilton**

**Program Chair: Luke Meert**

**Program Chair: Marie Sparrer**

**Program Chair: Renee Spears**

**Education Chair: Cynthia Kozycki**

**Nominating Chair: Pamela Carmichael**

**Legislative and Third-Party Updates Chair: Mary Oomen**

### **2010 MPAA Board of Directors**

**President: Ronda Webb**

**Chairperson: Carolyn Post**

**President-Elect: Grace Gustafson**

**Secretary: Joy Whipple**

**Treasurer: Valerie LaPointe**

**Program Chair: Cheryl Korpela**

**Board Member: Lisa Fox**

**Board Member: Luke Meert**

**Board Member: Mary Oomen**

**Board Member: Payy Steele**

**Advisor Member: Jeanne Hudson**

**Membership Chair: Jo Barbauld**

**Corporate Chair: Art Juarez**

**Communications Chair: Fareed Aziz**

# Finding Revenue Cycle Success in Difficult Times

## 2010 MAHAP – MPAA Fall Education Conference

### Fall Education Conference Committee

**Robin Beeman**

*Advomas*

**Lisa Fox**

*Hayes Green Beach Memorial Hospital*

**Anne Marie Garbinski**

*L&S Associates*

**Pamela Kast**

*Botsford HealthCare*

**Cheryl Korpela**

*Advomas*

**Cynthia Kozycki**

*Spectrum Health*

**Terri Lombardi**

*Botsford HealthCare*

**Luke Meert**

*Botsford HealthCare*

**Lori Newcombe**

*Mecosta County Medical Center*

**Mary Oomen**

*North Ottawa Community Hospital*

**Carolyn Post**

*Mercy Hospital – Cadillac/Grayling*

**Elizabeth Reason**

*Bay Regional Medical Center*

**Laurie Schafer**

*Mecosta County Medical Center*

**Pamela Shilander**

*Memorial Medical Center of West Michigan*

**Marie Sparrer**

*Henry Ford Health System*

**Ronda Webb**

*Community Health Center of Branch County*

**Joy Whipple**

*Hayes Green Beach Memorial Hospital*

