

Patient Access Secret Society



Thursday, September 30, 2010 at the University Club, Chicago, IL

7:30 to 4:00. Co-sponsored by  **hfma** first illinois chapter
healthcare financial management association

Step into a **private world** where Patient Access Professionals will gather to discuss the **pressing issues** of the day and form the strategic visions that **shape the world** of healthcare tomorrow.

Learn the **secret handshake** of Patient Access Professionals, the true meaning of **birthday rules** and see that **biometrics** is more than just fingerprinting.

University Club of Chicago is located at 76 East Monroe Street at the corner of Michigan Avenue in downtown Chicago.

~ Business attire is required. ~
Ball gowns and tuxedos are optional, but encouraged.



For every 4 people who attend from your facility the 5th registration is FREE!

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Agenda for September 30, 2010

Please note, NAHAM & HFMA CEUs will be awarded to those in attendance.

7:30—8:45 Registration and Check-in / Vendor Exhibit / Continental Breakfast.

8:45—9:00 Welcome, Access Updates & Introductions

9:00—9:50 **Illinois Department of Insurance**

Calvin Green, Insurance Analyst IV, Office of Consumer Health Insurance

Frank Kisner, Assistant Director for Consumer Education

Meet the team from the Illinois Department of Insurance (DOI). Discover what the DOI does. Learn the details and caveats about Coordination of Benefits. Benefits rules, birthday rules? What factors must be considered when determining the primary payer?

Explore Health Care Reform as it pertains to the residents of Illinois. Gain insight into the questions of: What can the consumer expect? How will reform affect healthcare providers? Will preventative service coverage change? Bring your questions too!

9:50—10:40 **Sandra J Wolfskill**, FHFMA, President, Wolfskill & Associates, Inc.

Beyond Co-Payments: The Next Generation of POS Collections. Sandra joins us to expand your understanding of process issues, available technology and the broadening horizon of financial opportunities that can be addressed in Patient Access. Discounts, charity, public relations, training and accountability will be included as well.

10:40—11:00 Break & Vendor Exhibit

11:00—11:50 **Brenda Sauer**, RN, MA, CHAM, Director of Patient Access, New York Presbyterian Hospital

Brenda is the Chair of NAHAM's Policy Development/Government Relations Committee that develops liaisons and coordinates activities with government agencies, federal, state and local legislative bodies that promote NAHAM's mission. Brenda's "Roadshow" will provide information about how the committee works, its current focus and information regarding healthcare reform – straight from Capitol Hill!

Patient Access managers can pay close attention to the details discussed and their relation to front line process management.

11:50—1:00 Lunch / Vendor Exhibit / Awards

1:00—2:00 **Kevin Willis**, Medicare Solutions Director, Claim Services, Inc.

In his own dynamic, inimitable style, Kevin will plainly explain the Medicare Regulations as they apply to various aspects of MSP. He will illustrate an appropriate approach to common and not so common Medicare registration scenarios, identify recurrent pitfalls and reveal the best way to avoid them. Kevin also examines the Group Health Plan take-backs that can occur after the time has past to perfect a Medicare claim, which may result in significant lost revenue for the hospital

2:00—3:00 **Biometrics Panel**; So much more than fingerprinting...

Phil Gardner, VP and Founding Partner, Medibase

Hiroko Naito, Manager, Healthcare Sales and Business Development, Fujitsu Frontech

Cathy Neher, Director of Business Development, Medibase

David Wiener, President, HT Systems

It's a new era! Listen to our panel of experts as they discuss biometric technology available TODAY that can help promote accurate patient identification & patient safety and prevent insurance theft & fraud, and avoid delays in registration. Learn how this technology can assist with providing the right care to the right patient and decrease medical record duplicates. Hear how healthcare providers are already using this technology and explore their success stories. There will be plenty of time for your questions too!

3:00—4:00 Last chance with exhibitors / Raffle (you must be present to win) / Happy Hour / Networking

Information About our Speakers

Calvin Green, Insurance Analyst IV

Ombudsman Program for the Uninsured, Illinois Department of Insurance

Mr. Green has served as the Ombudsman to the Uninsured for the Office of Consumer Health Insurance since the program's inception 8 years ago. With more than 20 years of insurance experience in both the public and private sectors, he tirelessly advocates for health insurance laws, regulations and consumer rights. Mr. Green holds a Bachelor of Science degree in Business Administration from Millikin University.

Frank Kisner, Assistant Director for Consumer Education, Illinois Department of Insurance

Mr. Kisner moved to Chicago twelve years ago from Los Angeles where he studied Economics at the University of California. Prior to joining the Illinois DOI Mr. Kisner worked for more than seven years in the private sector helping senior citizens with third-party liability cases. Currently Mr. Kisner is working with state community leaders to educate consumers on The Patient Protection and Affordable Care Act.

Sandra J. Wolfskill, FHFMA, President, Wolfskill & Associates, Inc.

Ms. Wolfskill founded Wolfskill & Associates, Inc. in 1996 and focused her activities on quality health care receivables consulting. Previously, she spent 15 years in health care financial management and consulting, including holding positions of Vice President, Senior Consultant, Director of Patient Financial Services, Director of Information Systems, and Chief Financial Officer. Sandra has presented programs to national health care financial management conferences, as well as conducting seminars and training sessions throughout the United States.

Brenda Sauer, RN, MA, CHAM

Director of Patient Access
New York Presbyterian Hospital

Ms. Sauer began her career as a Staff Nurse at the New York Presbyterian Hospital in 1986. Since then she has held several positions including Nurse Manager, Nursing Supervisor & Staffing Coordinator. She has a BS in Nursing from the University of Vermont and a Masters in Nursing Administration from New York University. She attained Certified Healthcare Manager (CHAM) status in 2002. Since 2000 she has held several positions in the local affiliate of NAHAM, the Hospital Admitting Officers of New York, including President and Vice President. Brenda has been a member of the NAHAM Communication and Publications Committee and currently is chairperson for the Policy Development and Government Relations Committee and a member of the NAHAM Board.

Kevin Willis, Medicare Solutions Director, Claim Services, Inc.

Mr. Willis spent ten years with the Medicare Contractor in the States of Illinois, Indiana, Ohio, and Kentucky. He spent more than three years as the Medicare Secondary Payer (MSP) auditor and educator in those states. Kevin's workshops emphasize full compliance with Federal requirements, to improve each hospital's fiscal performance by reducing days in receivables and by introducing higher rates of reimbursement in accident cases.

Biometrics Panel**Phil Gardner**, VP and Founding Partner, Medibase

Mr. Gardner has been in the technology field for over 30 years and a driving force in providing the first automated solution for accurate patient identification and MPI integrity. He is the chief architect of Medibase's identity management solution which uses probabilistic analysis of patient demographic data. Phil predicts that most healthcare institutions will adopt this technology over the next five years as it facilitates accurate and quick patient identification (including trauma patients), prevents identity theft and helps to ensure clinicians have access to each patient's full medical history. Phil graduated from Georgia Institute of Technology with a B.S. in Industrial Management.

Hiroko Naito, Manager, Healthcare Sales and Business Development, Fujitsu Frontech

Ms. Naito has been in a technology field for over 12 years bringing innovative solutions to both U.S and Japanese markets. As an original member of the advanced technology group at Fujitsu in the US, Hiroko brought PalmSecure, a palm vein recognition technology solution, to the U.S. market in 2005 and played a leadership role in establishing Fujitsu's market leader position within the U.S. healthcare market. She is a trained biometric professional with over 5 years experience in selling to healthcare customers. Hiroko holds her International MBA with an emphasis of strategy and finance from University of Denver.

Cathy Neher, Director of Business Development, Medibase

Ms. Neher has been in healthcare for over 30 years and has extensive revenue cycle experience. Since 1993, Medibase has provided software solutions, technical assistance and business office services to health systems throughout the US. Cathy earned her B.A. in Management Information Systems and M.B.A. from California State University, Fullerton and is currently working toward her Executive Doctorate in Business from Georgia State University.

David Wiener, President of HT Systems

Mr. Wiener has been in the healthcare technology field for over 20 years. HT Systems is a healthcare technology leader, providing the latest innovation in patient identity management: PatientSecure™, the company's flagship Biometric Patient Identification System, links the biometric palm vein pattern of the patient to their medical record in any HIS registration or EMR system. David earned his B.S. in Computer Engineering from the University of South Florida.

Conference Registration Form

Advance registration secures your place. Please make your reservation *AS SOON AS POSSIBLE*. The fifth attendee from your facility is FREE! Don't miss this opportunity to spread the benefits!

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Interested in speaking?

Contact:

Katherine Murphy

katherine.murphy@passporthealth.com

630-916-8818 x234

Interested in sponsorship? Exhibiting?

Only \$450 for a conference exhibit table!

Contact: **Kris Bell**

kristina.bell@provena.org

630-914-2437

aIPAM

PO Box 582

Lemont, IL 60439

**Conference attendees will earn
NAHAM & HFMA CEU credits.**

We look forward to seeing you on September 30st!

Directions to University Club

76 East Monroe Street, Chicago, IL

312-726-2840

Underground parking is available at Grant Park North Garage which is close to the Chicago Cultural Center, Hard Rock Hotel and the University Club.

The two automobile entrances for the Grant Park North Garage are on North Michigan Avenue between Monroe Street (from the south, heading north) and Randolph Street (from the north, heading south). The garage has a height clearance of 6'6" and a total of 1,850 parking spaces.

There is an Early Bird rate of \$14 between 5:00 & 9:00 a.m. out by 7:00 p.m. with a minimum stay of 6 hours.

Alternately, valet parking is available 24 hours a day. Day rate, \$20. Overnight, \$38.

