

July 26,
2024

GHL SUMMER CONFERENCE · SPRINGFIELD, MO

Constructing the Future of Healthcare Revenue Cycle

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Friday, July 26th, 2024

8:00 AM – 8:50 AM

Registration and Breakfast

8:50 AM – 9:00 AM

Welcome Announcements

Derek Lee - Summer Conference Chair

9:00 AM – 9:50 AM

General Session

Time for What Matters: Optimizing Resources and Time in your Revenue Cycle

Lori Zindle - President OS Healthcare

CPE Credits 1/CPE Type: Specialized Knowledge/Level: Basic /Prerequisites: None

Program Content: This presentation delves into innovative strategies for freeing/creating more time for you and your revenue cycle teams to get back to doing the work you love. Work that can really make a difference in the growth and management of your organization. Rather than solely focusing on time management, it will explore how efficient resource allocation and optimization can provide opportunities to pursue our passions within the business context. Key topics include identifying and eliminating time-wasting activities, streamlining processes, utilizing technology effectively, redefining priorities, and aligning tasks with strengths and interests. By incorporating real-world examples and case studies, attendees will gain insights into unlocking valuable time resources and discovering ways to combine their passions with business goals, resulting in heightened productivity, job satisfaction, and sustained growth.

Learning Objectives:

1. Shows attendees the value of stepping back from the day-to-day
2. Look at how systems and process can impact job satisfaction and productivity
3. Identifies tips and tricks to make emails and meetings more productive

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9:50 AM – 10:00 AM

Break

10:00 AM – 10:50 AM

General Session

Medicaid Updates and General State of Missouri Updates

Kim Duggan - VP, Medicaid & FRA MHA Management Services

CPE Credits 1/CPE Type: Specialized Knowledge/Level: Basic /Prerequisites: None

Program Content: This session will provide attendees with an update on current Medicaid issues.

Learning Objectives:

1. Understanding Medicaid Payment Policies
2. Discussion of Provider-Based Rural Health Clinic Payments
3. Understanding of FRA Policies

10:50 AM – 11:00 AM

Break

11:00 AM – 11:50 AM

General Session

Winning on Value and Fee For Service with Outpatient CDI

David Enevoldsen - Senior Director, Provider Revenue Cycle & Medical Group, Optum Advisory

Caroline Mei - Manager, Ambulatory Clinical Documentation Integrity, Optum Advisory

CPE Credits 1/CPE Type: Specialized Knowledge/Level: Basic /Prerequisites: None

Program Content: As organizations transition from fee-for-service to value and accountable payment models, the ability to truly maximize clinical quality and financial metrics will require a new in-kind approach. No longer can organizations rely on disjointed efforts in revenue capture, population health management, or ambulatory practice optimization, but instead must ensure a comprehensive, coordinated approach with a unified objective of accurate and complete outpatient clinical documentation integrity (D=CDI) and coding. While an organization's strategy for embracing risk0based relationships with payers may play a role in the urgency of achieving performance improvement, all organizations must balance dual contracting environments for the foreseeable future. This discussion helps executives establish a clear framework for outpatient and ambulatory CDI expansion against critical components of Optum

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Advisory's maturity model, as well as avoid potential pitfalls across the outpatient continuum (pre-visit, intra-visit, and post-visit).

Learning Objectives:

1. Understand how the current environment is driving the need for ambulatory clinical documentation integrity (CDI)
2. Summarize key considerations unique to ambulatory CDI
3. Explain program components inherent in a successful ambulatory CDI program.

11:50 AM – 1:00PM

Lunch

1:00 PM – 1:50 PM1

General Session

Strategies to Combat Denials and Optimize EMR

Chelsea Suschanke - Director of Revenue Quality & Performance, Phelps Health

Justin Hobbs - Director of Patient Billing, Phelps Health

CPE Credits 1/CPE Type: Specialized Knowledge/Level: Basic /Prerequisites: None

Program Content: Join us to learn actionable strategies and best practices to reduce denials and enhance your organization's financial health. Attendees will have opportunities to ask questions.

Learning Objectives:

1. Foster collaboration between clinical and revenue cycle to analyze denial trends and prevent more denials upfront.
2. Question, the electronic medical record on how to leverage automation tools to reduce errors and expedite submissions.
3. Chart a path to reduce AR days and free up valuable resources.

2:00 PM – 3:30 PM

Networking Event

3:30 PM – 3:45PM

Closing Remarks

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About the Speakers:

Lori Zindl – President OS Healthcare

An entrepreneur and industry leader, Lori Zindl built OS Inc., her thriving Wisconsin-based business, on the principle of valuing both clients and employees – equally. Under her direction, OS Inc., has become one of the foremost authorities in revenue cycle management for hospitals, clinics and other healthcare providers. Lori has over 25 years of experience in the revenue cycle management field. She is a nationally recognized speaker, seminar leader, consultant and trainer. Lori has developed well-received training A/R collection and billing programs and has authored several articles for various industry trade journals.

Kim Duggan – Vice President of Medicaid and FRA for MHA Management Services Corporation

Kim Duggan is Vice President of Medicaid and FRA for MHA Management Services, the for-profit subsidiary of the Missouri Hospital Association. She has been with MHA since 1983. Her current responsibilities include preparing Federal Reimbursement Allowance financial models, managing the bimonthly FRA payroll process, preparing and analyzing data necessary for FRA negotiations with the MO HealthNet Division and the three Medicaid managed care plans, working with the FRA Policy Committee and MSC Board of Directors, and handling other issues related to the FRA and Medicaid programs. Kim has a Bachelor of Science degree in Business Administration with a major in accounting.

David Enevoldsen – Senior Director, Provider Revenue Cycle & Medical Group - Optum Advisory

David Enevoldsen is a Senior Director with Optum Advisory's Provider Revenue Cycle and Medical Group Consulting Practice and has been with the company for 14 years. David works directly with hospitals and health systems as well as medical groups to improve their overall revenue cycle performance. In this role, he leads engagements focusing on revenue cycle process redesign, performance analytics, collections maximization, financial clearance and documentation and coding improvement.

Chelsea Suschanke – Director Revenue Quality & Performance Improvement – Phelps Health.

Chelsea Suschanke is the Director of Revenue Cycle at Phelps Health, a health system located in Rolla, Missouri serving a six-county area that includes a hospital licensed for 242 beds, a Medical Group that employs 115 physicians and advanced practice providers, a Cancer Center, and Home Health and Hospice. She is a seasoned healthcare management professional with over a decade of experience in revenue cycle improvement, operational efficiency, and team leadership. Currently serving as the Director of Revenue Quality and Performance Improvement at Phelps Health, she excels in managing programs that enhance revenue realization through strategic initiatives and technology integration. Within her roles she is recognized for her exceptional communication,

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organizational, and problem-solving skills. Chelsea is dedicated to promoting best practices and driving efficiency in healthcare operations.

Justin Hobbs – Director of Patient Billing, Phelps Health

Justin is a seasoned healthcare operations and revenue cycle management expert with over a decade of experience in managing and optimizing financial and operational functions within various healthcare settings. Currently serving as the Director of Patient Billing at Phelps Health, Justin is responsible for overseeing day-to-day business functions of the billing and professional coding departments. His leadership has ensured timely and accurate billing to third-party carriers, maintained industry-leading standards for accounts receivable, reduction in denials and optimized cash flow management.

Caroline Mei – Manager, Ambulatory Clinical Documentation Integrity – Optum Advisory

Caroline Mei is an Ambulatory CDI Manager at Optum Advisory. Caroline leads clinical engagements focused on clinical risk adjustment and clinical documentation for evaluation and management services. Caroline brings more than 25 years of combined experience in health care including behavioral health, care management, coding, and risk adjustment. Additionally, Caroline has supported over 200 hospitals and clinic practices as part of a large, collaborative ACO focused on accurate and complete documentation initiatives. Caroline is a registered nurse and holds the credentials of Certified Professional Coder (CPC) and Certified Risk Adjustment Coder (CRC).



Healthcare Financial Management Association - Greater Heartland Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBARegistry.org.

CPE Credit: Upon verification of participant attendance, this program will be eligible for credits in various fields of study. Credits may vary depending on individual state guidelines.

PROGRAM LEVEL: This program features sessions with program levels from basic to intermediate.

DELIVERY METHOD: Group – Live

PREREQUISITES: This program is appropriate for healthcare finance professionals with experience and knowledge comparable to CFO's, Revenue Cycle Executives, Consultants, Controllers, Finance Executives, and other similar positions.

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ADVANCED PREPARATION: None

CPE Sign-in and Certificates

To receive CPE credits, you must sign in for each individual session you attend. Sign-in registers will be located in each session room. CPE Certificates, agenda and speaker presentations will be available on the hfma Greater Heartland website.

Cancellation Policy

In the event that the sponsor and/exhibitor wish to cancel their sponsorship participation, there will be no refund within 30 days of the event. All refunds will be subject to an administrative fee of ten (10%). All cancellations must be sent in writing to Meghan@demarsemeetings.com. Refunds or credits will not be given for failure to attend, late arrival, unattended events or early departure.

Conference location: White River Conference Center, 600 W Sunshine St., Spfd., MO 65807

Conference Admission:

hfma Provider & Business Partner – \$99.00.

hfma Non-Member Provider & Business Partner \$149.00.

Full Time Student is Complimentary pricing.

Venue: White River Conference Center – Sportsmen’s Lodge Room

600 W Sunshine St., Springfield, MO 65807

Parking: Parking is available West of the Aquariums’ main entrance on the Bass Pro Compass for the White River Conference Center. All Parking offer free parking, in addition to disabled parking and space for pick-up and drop-off access.

BUSINESS CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS & EVENTS.

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July 26,
2024

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