

**AAHAM MEETING ANNOUNCEMENT ENCLOSED**

**AAHAM Presents:  
"It's Cool To Be Schooled"  
September 11 & 12, 2014**

First Name Last Name  
Company Name  
Org Address 1  
Org Address 2  
Org City Org St Org Zip

**The Bertram Inn & Conference Center  
600 N. Aurora Road  
Aurora, Ohio 44202**

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## AGENDA

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**DAY 1: September 10th**

**5:00 PM**

*Vendor Set-Up*

**6:30 PM**

*Vendor Appreciation and Social Event (Cook-out Food)*

*Pool side patio*

**DAY 2: September 11th**

**7:30 AM - 8:30 AM**

*Registration/Vendor Fair Puzzle Adventure/Continental Breakfast*

**8:30 AM**

*Welcome/Business Meeting/Recognition of Certified Members*

**8:45 AM**

*Medicare Part A Provider Outreach and Education*

presented by:

Annie Scriven, Senior Provider Relations Representative,  
CGS Administrators, LLC.

and

*Medicare Part B Provider Outreach and Education*

presented by:

Vanessa Williams, Provider Relations Senior Analyst,  
CGS Administrators, LLC.

*(Overview of hot topics, updates and  
changes in the Medicare Part A and Part B  
coverage and claims processing policies)*

(Continued on back)

**Chapter Chairwoman of the Board**

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St. Vincent Charity Medical Center  
Director, Revenue Cycle Operations  
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Cleveland, OH 44115  
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Vice President Sales & Marketing Region 2  
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**Board Members**

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**Corporate Sponsors**

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Fax: (330) 864-3344  
Email: dbecker@improvefinancialhealth.com

# AGENDA (continued)



American Association of Healthcare  
Administrative Management

## DAY 2: September 11th (continued)

10:45 AM - 12:15 PM

### *Optimizing the Patient Experience for Better Financial Outcomes*

presented by:

Casey Williams, Vice President of Direct Healthcare Sales,

RevSpring, Inc.

*This presentation highlights the financial implications of the patient experience on healthcare organizations and the revenue cycle's influence on how patients perceive their quality of care. The session uncovers the patient touch points that are typically overlooked within the revenue cycle and how RCM professionals can establish a strategy to optimize these interactions for a better financial outcome (for both the Health System and the patient).*

Major topics of the presentation include :

- Capitalizing on the shift from patient to consumer
- Influencing patient perception and loyalty
- The life time value of the patient
- Getting started ("quick-win" opportunities and strategies to improve the patient experience)

11:30 AM

### *"Gain Latitude with Attitude"*

presented by:

Janet Broz, Vice President of Sales & Marketing Region 2,

JP Recovery Services, Inc.

12:00 PM (Noon)

*Lunch*

1:00 PM

*Team Building Exercise*

2:00 PM

*Break with Exhibitors (Vendor Fair)*

2:15 PM

### *National AAHAM and IRS 501r Charity Update*

presented by:

Lori Sichelbaugh, National 2nd Vice President and Director of Facility Patient Access ,

Wake Forest Baptist Health

Winston Salem, NC

(Continued on next page)

## Thank you to our 2014 CORPORATE SPONSORS:

RevSpring, Inc.

CBCS

Team Recovery

FirstCredit, Inc. - RevCare

- PayMed Solutions

Human Arc

CMC (Credit Management Company)

The ROI Companies

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JP Recovery Services

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The HMC Group

Passport Health Communications, Inc.

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Joseph R. Harrison Co. LPA

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Revenue Group

**If you are interested in becoming  
a 2014 Corporate Sponsor,  
please contact:**

### **Corporate Sponsors**

Debbie Becker

FirstCredit, Inc. - RevCare

- PayMed Solutions

Manager, Client Services

3250 West Market Street, Suite #304

Akron, OH 44333

Phone: (330) 864-4422 ext. 224

Fax: (330) 864-3344

E-mail:

dbecker@improvefinancialhealth.com



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**You save postage and they save time.**

For more information contact Casey Williams at RevSpring, 740.763.7008 or [cwilliams@revspringinc.com](mailto:cwilliams@revspringinc.com)

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# AGENDA (continued)

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## DAY 2: September 11th (continued)

**3:30 PM**

*Afternoon Activities*

- *Spa Services*
- *Wine Tasting*
- *Casino Run*

**7:00 PM**

*Dinner*

BACK BY POPULAR DEMAND - PHOTO BOOTH

**8:00 PM**

*Entertainment*

Greg Steele, Comedy Entertainer and Certified hypnotist.

## DAY 3: September 12th

**7:45 AM - 8:45 AM**

*Breakfast Buffet/Vendor Fair*

**8:45 AM**

*OHA Update*

presented by:

Charles Cataline, Senior Director of Health Policy,  
Ohio Hospital Association

**10:15 AM**

*Break - last chance for Vendor Fair (complete questionnaire)*

Please turn vendor questionnaire form to Janet Broz - prizes will be given out at close of program.

**10:30 AM**

*"You've been Upgraded"*

presented by:

Kevin McDaniel, CPC, CLP,  
WindRiver Strategies,  
International Coach Federation

Kevin is a motivational speaker of an unusual sort.

"You've been Upgraded" (YBU), you will find yourself not only entertained by involved in the message which intrigues, challenges and inspires.

YBU is all about discovering how to show up in the world productive with less stress, more fun and as the best version of you possible...today.

**12:00 PM (Noon)**

*Dismissal/Vendor Prizes/Conference Evaluation*

\$\$\$ CASH PRIZE GIVEAWAY \$\$\$

PUZZLE PRIZE WINNERS – WINNERS MUST BE PRESENT

Adjournment

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# PRESENTER BIOGRAPHIES

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## **Annie Scriven**

**Senior Provider Relations Representative**

**CGS Administrators, LLC | Jurisdiction 15 A/B MAC - Kentucky/Ohio**

**[annie.scriven@cgsadmin.com](mailto:annie.scriven@cgsadmin.com)**

### **Medicare Part A Provider Outreach and Education**

Annie Scriven is a Part A Senior Provider Relations Representative for the J15 A/B MAC contract at CGS Administrators. She began her Medicare career in 2005 with the Part A Provider Outreach and Education department at Trailblazer Health Enterprises, the former J4 A/B MAC contractor. Her experience includes conducting MSP hospital audits and serving as a subject matter expert for hospitals, outpatient rehabilitation facilities, CERT, and the Recovery Auditor program. In 2008, she received the Recognizing Outstanding Customer Service That Achieves Results (ROCSTAR) award from CMS. Annie graduated from Austin College in Sherman, Texas, with a Bachelor of Arts degree in psychology.

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## **Vanessa A. Williams**

**Provider Relations Senior Analyst**

**CGS Administrators, LLC | Jurisdiction 15 MAC - Kentucky/Ohio**

**[vanessa.williams@cgsadmin.com](mailto:vanessa.williams@cgsadmin.com)**

### **Medicare Part B Provider Outreach and Education**

Vanessa Williams is a Provider Relations Senior Analyst going into her 27th year with the Ohio Medicare programs. She has held several positions throughout her years of service with Medicare, from claims examiner to supervisor in the Provider Call Center to district manager for Ohio.

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## **Casey Williams**

**Vice President of Direct Healthcare Sales**

**RevSpring, Inc.**

### **Optimizing the Patient Experience for Better Financial Outcomes**

Casey has twelve years of experience in developing customized patient communications and payment solutions for over 100 healthcare revenue cycle clients. RevSpring's current patient engagement process can be attributed to Casey's understanding of client perspectives, pain points, and the overall patient experience. Casey attended Bowling Green State University with a focus in Interpersonal Communications and is a football alumna from 1997 - 2001. He has held various leadership positions within HFMA, AAHAM and COPAM and is a current board member with the Newark Church of the Nazarene and The Wyatt Adkins Heart Organization.

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## **Janet C. Broz**

**Vice President Sales & Marketing Region 2**

**JP Recovery Services, Inc., Rocky River, Ohio**

### **Gain Latitude with Attitude**

Janet has 24 years of experience in Sales & Marketing. She attributes her success to her faith and belief in honesty, integrity, and professionalism. Janet's presentation brings a fresh and positive approach to gaining latitude in life through developing a positive attitude.

# PRESENTER BIOGRAPHIES

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**Lori Sickelbaugh,**  
**Director of Facility Patient Access**  
**Wake Forest Baptist Health**  
**Winston Salem, NC**

## **National AAHAM and IRS 501r Charity Update**

Lori is currently the Director of Facility Patient Access for Wake Forest Baptist Health in Winston Salem, NC. She has responsibility for all registration, pre-service and financial clearance/counseling functions for the academic health system. Lori has been in healthcare for the past 27 years serving in various leadership roles in both patient access and revenue cycle management.

Lori is currently the National 2nd Vice President for the American Association of Healthcare Administrative Management (AAHAM) and the past President of the Carolina AAHAM Chapter. She holds a Certified Revenue Cycle Executive-Institutional (CRCE-I) designation through AAHAM. Lori is an alumnus of the Ohio State University with undergraduate studies in Social Work and Criminal Justice.

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**Charles Cataline**  
**Vice President of Health Economics and Policy**  
**Ohio Hospital Association**

## **OHA Update**

Charles Cataline is Vice President of Health Economics and Policy for the Ohio Hospital Association in Columbus, where he manages many of the association's finance and patient financial services activities. Charles also acts as a liaison for Ohio hospitals to the Centers for Medicare and Medicaid Services (CMS), the Ohio Department of Medicaid and the Ohio Bureau of Workers' Compensation on Medicare, Medicaid and BWC advocacy, policy and payment initiatives. A 1974 graduate of the Ohio State University, Charles has been in the health care industry since 1975 and with OHA for over 30 years. Charles staffs the OHA Finance and Admitting, Billing and Collection Committees. He has also served on a number of state and national boards and committees, including the CMS Outpatient Medicare Technical Advisory Group, the 2005 chair of the Allied Association of Hospital Accountants and Financial Specialists, 15 years with the National Uniform Billing Committee, and six years with the American Hospital Association's Model Practices Group and the Editorial Advisory Board of AHA's Coding Clinic for HCPCS.

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**Kevin R. McDaniel CPC, CLP**  
**WindRiver Strategies**  
**International Coach Federation**  
**International Association of Coaching**  
**Emergenetics Certified, HFMA Member**

## **You've Been Upgraded**

Kevin brings his expertise from a variety of professional backgrounds including Sales, Client Services and Management. He began his career in industrial sales in the electrical industry, has served as a minister in churches along the east coast and has worked in technology sales and management within healthcare. He currently serves as Chief Strategist with WindRiver Strategies and has a real talent for helping individuals find their way to high performing stress free living. Creating natural paths to achieving desired priorities without anxiety is an amazing way to live at home or at the office.

Mr. McDaniel packs his training sessions and presentations with proven psychology and technology that helps organizations hire the right people, build stronger teams, facilitate leadership training and ensure employees and managers are communicating properly.

"We recently had the privilege of having Kevin as our keynote speaker at our AAHAM spring meeting. What a great speaker! He held the audience's attention the entire presentation, and everyone thoroughly enjoyed the session. He got the highest marks on the speaker evaluation forms." - Vicki Di Tomaso CRCE-I, National President AAHAM

"Very Unique, Charismatic and Entertaining"/"Outstanding Presentation"/"Dynamic"/"Best Keynote Speaker Ever"  
- AAHAM Florida

"Kevin McDaniel's Enthusiasm as a Presenter and Mentality towards Life is Infectious."/"Captures Crowd with Every Point"/"What an Amazing Close to Our Conference" - AAHAM Georgia

# REGISTRATION FORM

## AAHAM Presents: Western Reserve Fall Institute

September 11 & 12, 2014

The Bertram Inn & Conference Center

600 N. Aurora Road

Aurora, Ohio 44202

Tel: 330-995-7624 - Fax: 330-995-7603 - Toll free: 877-995-0200

Website: [www.thebertraminn.com](http://www.thebertraminn.com)

To make hotel reservations call 330-995-7624

(And make sure you say AAHAM Western Reserve)

Room rate of \$109/night and is not included in the registration

### AAHAM Member Rate:

2 day rate \$175

1 day rate \$125

### Non-AAHAM Member Rate:

2 day rate \$200

1 day rate \$150

### Guest Rate:

\$100

Guest Name \_\_\_\_\_

### Payments made beyond the due date:

Add \$25

### Registration deadline:

August 27, 2014

### Please indicate one selection for the afternoon activities:

Spa Services

Wine Tasting

Casino Run

*Please note Member and Non-Member rates. For the best value, become an AAHAM member today! National Dues: \$175 and no charge for local chapter dues.*

Go to <http://www.aaham.org/join/tabid/77/default.aspx> to join!

Name(s)/Title(s): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Hospital/Company: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

**Cancellations must be made three days prior to the meeting to receive a refund or not be billed for an unpaid registration.**

*Please indicate changes to your contact information below:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Checks (made payable to AAHAM) and Registration Form should be sent to:

Kelly A. Duffy, CPC

First Vice President & Membership Chair (AAHAM)

1440 Timberland Lane

Twinsburg, OH 44087

Office Phone: 216-286-6059

Home Phone: 330-405-4776

Fax: 216-201-4274

E-mail: [registration@wraaham.org](mailto:registration@wraaham.org)

**\*\*NEW\*\* REGISTER ONLINE**

<http://wraaham.org/site2/activities/>



Western Reserve...  
lighting the way.

# VENDOR REGISTRATION FORM

AAHAM Corporate Partner: Registration Fee: \$600 \$ \_\_\_\_\_

Non-AAHAM Corporate Partner: Registration Fee: \$850 \$ \_\_\_\_\_

Activity Sponsorship Fee (With Signage): \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Only 18 Vendor Spots will be available for the vendor fair, so first come first serve. Please register as soon as possible. See below for sponsorship opportunities.**

**Please select which activity you would like to sponsor:**

- Photo Booth Sponsor, \$250
- Speaker Sponsor, \$250
- Meals Sponsor, \$250
- Entertainment Sponsor, \$250

Sponsoring Company Name: \_\_\_\_\_

Attendees Names: 1. \_\_\_\_\_ 2. \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Electric hook-up needed at booth?  Yes  No

We are holding a Vendor Fair this year for the benefit of conference attendees. Here is your opportunity to showcase your product and meet with leaders from Patient Accounting and other related areas. Professionals that use your products and services, the vendor fair offers networking, social events, and encourages great communication with your customers. With AAHAM's outstanding reputation for education and service, your affiliation only adds to your credibility.

## **PLEASE MAKE CHECK PAYABLE TO AAHAM AND REMIT PAYMENT TO:**

Checks (made payable to AAHAM) and  
Registration Form should be sent to:

Kelly A. Duffy, CPC

First Vice President & Membership Chair (AAHAM)

1440 Timberland Lane

Twinsburg, OH 44087

Office Phone: 216-286-6059

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Fax: 216-201-4274

E-mail: [registration@wraaham.org](mailto:registration@wraaham.org)

