

Western Reserve AAHAM Presents:
“AAHAM is **ALL IN** the Revenue Cycle”
Annual Fall Conference
September 22 & 23, 2016

The DoubleTree Hotel & Conference Center
6200 Quarry Lane
Independence, Ohio 44131

AGENDA

Evening Prior: September 21, 2016

5:00 PM
Vendor Set-Up

Day One: September 22, 2016

7:15 AM - 8:00 AM
Registration

8:00 AM
Welcome - Sandy Pepper, AAHAM Western Reserve President

8:15 AM - 9:30 AM
What's Happening Today in Revenue Cycle?
Lyman Sornberger, Chief Healthcare Strategy Officer, Capio Partners LLC
In this session you'll hear the latest about Exchanges, ICD-10, Consumerism, Increased Patient Responsibility and much more-including Lyman's ever-popular Rev Cycle Jeopardy!

9:30 AM - 10:30 AM
Price Transparency-Wooster Hospital Bundled Payment Model
Kristen Shoup, Director Revenue Cycle-Wooster Hospital

10:30 AM - 10:45 AM
Break with Vendors

10:45 AM - 12:00 PM
*Giving Medicare Observation Letters Successfully/
Delivering Accurate Patient Estimates*
Sharon Scruggs, Manager Contracts/Collections-Fairfield Medical Center

12:00 PM - 12:45 PM
Lunch

12:45 PM - 2:15 PM
When it Comes to Your Victory, It's the Inside Stuff That Counts
Matt Jones, Inspirational Speaker

2:15 PM - 3:30 PM
*Medicare BCPI-Bundled Payments for Care Improvements - CJR-
Comprehensive Care for Joint Replacement; Oncology Care Model;
Cardiac Bundles*
Kelly Price, Vice President and Chief of Healthcare Data Analytics-DataGen

(Continued on back...)



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AGENDA CONTINUED

3:30 PM - 3:45 PM
Break with Vendors

3:45 PM - 5:00 PM

Legal “Hot Topics” in Healthcare-ZPIC/RAC Audits, MACRA, Breaches, Ransomware & More

David Schweighofer, Attorney-Brouse McDowell Health Care Practice Group

5:00 PM
Adjourn

5:30 PM
Evening Activities

Day Two: September 23, 2016

7:45 AM - 8:30 AM
Breakfast

8:30 AM - 8:45 AM
Welcome

8:45 AM - 10:00 AM

Medicaid and Other Important Updates

Charles Cataline, Vice President of Health Economics and Policy for the Ohio Hospital Association

Be there to help us give Charles a fond AAHAM send-off as he heads down the road to retirement!

10:00 AM - 10:15 AM
Break with Vendors

10:15 AM - 11:30 AM

501R Policy/Procedures-Smaller Hospital Model

Cindy Somosko, Director of Patient Financial Services, Alliance Community Hospital

Get a “preview” of the presentation Cindy is doing at the AAHAM ANI in Las Vegas in October

11:30 AM - 12:00 PM
Prize Drawings



Thank you to our 2016 CORPORATE SPONSORS:

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BIOGRAPHIES



Lyman Sornberger, Chief Healthcare Strategy Officer Capio Partners

Lyman Sornberger is the Chief Healthcare Strategy Officer at Capio Partners. Prior to joining Capio and forming LGS Health Care in 2013, Mr. Sornberger was the Executive Director of Revenue Cycle Management at Cleveland Clinic Health Systems. Prior to that he was with the University of Pittsburgh Medical Center (UPMC) for 22 years in leadership roles for their revenue cycle management groups. Mr. Sornberger has great admiration for both health systems (each with revenues of greater than \$6 billion) and highly respects their missions, vision, and strategies. He can be reached at lyman.sornberger@capiopartners.com or 440-546-0947

Kristen Shoup, Director of Revenue Cycle Wooster Community Hospital

Kristen Shoup is the Director of Revenue Cycle at Wooster Community Hospital, an award winning medium sized community hospital, in Wooster Ohio. In her role, she is responsible for the mid and back end of the Revenue Cycle, including Health Information Management/Coding, claim, collections, customer service, managed care contracting, compliance related to the Revenue Cycle, and special projects that impact reimbursement. Kristen has more than twenty years of healthcare finance experience in various provider settings, including acute hospital, and post-acute care. Kristen holds an MBA in Healthcare Business Administration, as well as Bachelor's degrees in Business Management and Health Information Management. Kristen is a Registered Health Information Administrator, and holds a Certified Healthcare Finance Professional certification from HFMA.

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BIOGRAPHIES



Sharon Scruggs, Manager of Contracts and Collections Fairfield Medical Center

Sharon Scruggs has works for Fairfield Medical Center as Manager of Contracts and Collections for over 20 years and attended Columbus Business University. She is a Certified Counselor for the Ohio Senior Health Insurance Information Program; Certified Application Counselor for the Insurance Marketplace; and a member of several State and National organizations serving the healthcare industry.



Matt Jones

Matt Jones is known as the “Seven Continent Marathon Man.” He went from being a three-time cancer conqueror to relearning how to walk, to going through a bone marrow transplant, to completing seven marathons on seven continents and yes that includes Antarctica. Matt was diagnosed with cancer on September 11, 2002. After spreading to the fluid in his brain doctors did not think he would live. After victoriously conquering cancer he was told that there has never been anybody go through what he went through and be alive one year later. Baseball Hall of Famer George Brett said, “Matt is a true champion and his story inspires others to be a true champion.” Matt is the author of numerous books and travels around the world sharing his inspiring story and message.



Kelly Price, Vice President and Chief of Healthcare Data Analytics DataGen

Kelly Price has been working in healthcare finance for over 20 years, starting with the NYS Department of Health where she developed managed care rates for the Medicaid program. For the last 18 years, Kelly has helped members of the Healthcare Association of New York State (HANYNS) understand changes in Medicare’s reimbursement systems. As Vice President and Chief of Healthcare Data Analytics of DataGen, a subsidiary of HANYNS, she works with hospital associations in 47 states and 5 multi-state systems on Medicare and Medicaid reimbursement issues. In addition, DataGen provides decision support and education to hospitals and health systems across the country as they prepare for health reform payment strategies, including shared savings and readmissions. The DataGen Group is currently providing data analytic support nationwide to awardees of the CMMI Bundled Payments for Care Improvement Demonstration, including the AAMC convened group and the national nursing facility provider, Genesis HealthCare; participants in the mandatory Comprehensive Care for Joint Replacement program; and awardees under the new Oncology Care Model. Kelly received her Bachelor of Arts degree at the State University of New York and a Master of Science degree from Rensselaer Polytechnic Institute.



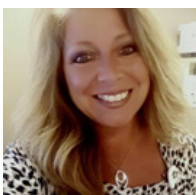
David Schweighoefer, Partner Brouse McDowell’s Health Care Practice Group

David Schweighoefer is a partner in Brouse McDowell’s Health Care Practice Group. He represents and counsels numerous clients regarding regulatory and corporate compliance program development, patient rights, informed consent policies and procedure development. He has knowledge in designing and implementing Stark-compliant physician compensation programs, employment contracts, and corporate compliance programs. David advises hospital providers on HCQIA Fair Hearing procedures, compliance audits for HIPAA and HITECH policies. He creates procedures for hospitals and ambulatory surgery centers and breach notification policies for providers. He also develops compliant health insurance programs for clients and advises clients on matters related to the implementation of the Affordable Care Act. David has helped facilities and providers to operate successfully in changing regulatory environments; achieving and maintaining regulatory compliance with the Joint Commission Standards, AOA, CMS, DMH, and the Ohio Department of Health, as well as interpreting Medicare Physician Fee Schedule issues; providing RAC audit compliance and overpayment recovery and appeal advice. David and his wife are the co-founders of a non-profit called Emergency Medical Services Outreach Fund of Hudson.



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

Charles Cataline is the 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 35 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.



Cindy Somosko, Director of Patient Financial Services Alliance Community Hospital

Cindy Somosko is the Director of Patient Financial Services at Alliance Community Hospital. She is responsible for billing, follow-up, pre-authorization, cash posting, customer service and financial counseling. Cindy has worked in the revenue cycle for the past 25 years, starting in the emergency room as a registrar. She has her BSBA and MBA in Business/Healthcare Administration from the University of Akron. Cindy’s passion is working with patients to reduce or eliminate their self-pay balances through financial assistance and making them aware of programs they didn’t know existed.

REGISTRATION



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6200 Quarry Lane, Independence, Ohio 44131

AAHAM Member Rate:

Two Days: [] \$175.00 **One Day:** [] \$125.00

Non-AAHAM Member Rate:

Two Days: [] \$200.00 **One Day:** [] \$150.00

Guest Rate: [] \$100.00

Registration deadline: September 16, 2016

**Please note Member and Non-Member rates. For the best value, become an AAHAM member today!
National Dues: \$195 and no charge for local chapter dues.*

Not a Member? Go to <http://www.aaham.org> to join!

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

****REGISTER ONLINE****

The Western Reserve AAHAM Board requests that all members and non members please visit <http://wraaham.org/site2/fall-conference-2016/> to register

Please make checks payable to WRAAHAM and send to:
Rian Pierce, First Vice President & Membership Chair (AAHAM)
1248 Crestview Ave SW, New Philadelphia, Ohio 44663

Thursday Evening Options (Included with your registration, please choose one):

[] **Indians Game with Dinner** [] **Food, Wine & Painting at Hotel**

Hotel Accommodations:

Hotel website: www.DoubleTree.Hilton.com

For Hotel Reservations: (216) 447-1300 - Make sure to say you're with AAHAM Western Reserve

Room rate is \$119 per night, and is not included in the registration fee (Deadline for this rate is September 1, 2016)



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VENDOR & SPONSOR REGISTRATION



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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.

AAHAM Corporate Partner:
 \$600.00

Non-AAHAM Corporate Partner:
 \$850.00

Sponsorship Opportunities (with signage):

- Speaker Sponsor: \$250.00 (Multiple Sponsors)
- Meals Sponsor: \$250.00 (Multiple Sponsors)
- Entertainment Sponsor: \$250.00 (Multiple Sponsors)

**Limited vendor spots will be available for the vendor fair, so first come first serve.
Please register as soon as possible online at <http://wraaham.org/site2/fall-conference-2016>**



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