

**AAHAM Western Reserve Chapter & HFMA
Northeast Ohio Chapter
present NEO Super PFS
Thursday, March 19, 2020**

**Akron General Health and Wellness Center
4125 Medina Rd, Akron, Ohio 44333**

AGENDA

8:00 AM - 8:30 AM

Registration/Continental Breakfast

8:30 AM - 8:45 AM

President's Message

8:45 AM - 10:00 AM

*Revenue Cycle Impacts of Disruption from the Patient, Provider Payer
& Community Perspective*

Day Egusquiza, AR Systems, Inc.

10:00 AM - 10:15 AM

Break

10:15 AM - 11:45 AM

*Attacking Managed Care Denials Focusing on Medicare Advantage -
The New Battleground*

Day Egusquiza, AR Systems, Inc.

11:45 AM - 12:45 PM

Lunch

12:45 PM - 1:45 PM

Integrity of Managed Care Contract Management

Jason Seidman, nThrive
John Wallace, nThrive

1:45 PM - 2:00 PM

Break

2:00 PM - 3:00 PM

Pricing Transparency & Medicaid Work Requirements

Sean McGlone, OHA

3:00 PM - 4:00 PM

Best Practices to Combat Denials: Keep Calm & Appeal Like a Lawyer

Sarah Mendiola, JD, LPN, CPC, CPCO, Revint Solutions

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BIOGRAPHIES



Day Egusquiza, President, AR Systems, Inc.

Day Egusquiza brings over 40 years' experience in health care reimbursement, hospital business office operations (20 years in an Idaho hospital), contracting, auditing and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service which included completing an integrated business office between a hospital and a large multi-specialty physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations.

Her work includes providing guidance as a compliance & reimbursement educator while providing operational insight on the revenue cycle impacts of disruption, lost charges, coding validation and yes, why I love Traditional Medicare's 2 MN rule. Day's strength is her ability to 'operationalize' complex regulations into teachable components.

Ms Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance- both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, is a past President of the Idaho HFMA Chapter & recently received the Lifetime Achievement Award. She has been highlighted in JCAHO's Six Hospitals in Search of Excellence, Zimmerman's Receivable Report, HFMA's HFM and Patient Account, AHIA Prospective, and numerous healthcare newsletters along with a contributing author to 2006 Health Law and Compliance Update. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law. Attendees at HFMA's ANI rated her in the top 25% for each year she has presented, earning her the 'Distinguished Speaker' award.

Her greatest accomplishments are her four wonderful children and her eight fabulous grandchildren.



Jason Siedman, Vice President of Sales, nThrive

Jason Siedman is Vice President of Sales for the Northeast at nThrive. With experience driving innovation to improve the delivery and efficiency of healthcare, Jason leads the Northeastern market to transform the Patient-to-Payment revenue cycle for health care providers.

Prior to joining nThrive, Jason served as Vice President of Revenue Cycle for a four-hospital health system in Pennsylvania. Previously,

Jason held numerous leadership positions in business offices and clinical service lines for academic medical centers through the Northeast. Jason is a husband and father to three girls and lives in Mullica Hill, NJ.



John Wallace, Director of Contract Management, nThrive

With 25 years of experience in the health care industry, John Wallace, Director of Contract Management at nThrive, is an experienced leader successfully guiding nThrive clients, across the country, through implementations to best practice environment, optimizing the features of the Contract Manager suite of products to ensure efficiency and increased revenue. John joined nThrive in 2001 and currently services as the Director of Contract Manager, participating in onsite client demonstrations, assessments,

optimization, continued education and ongoing support for our clients.

Between 2008-2010, John worked as a consultant with a 7-hospital health system in Southern California where he served as Director of Managed Care & Business Office. John's primary role was maintaining Contract Manager, manage a team of 30 staff members responsible for collections and denials, increasing revenue and supporting contract negotiations using the Contract Modeler solution.

Prior to joining nThrive, John worked for a large multi physician group as Director of Operation managing a 1,200 multi-specialty physicians.



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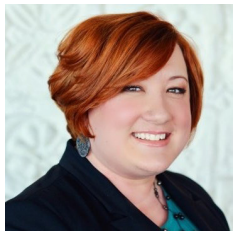
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Sean McGlone, Senior Vice President and General Counsel, OHA

As a member of the senior leadership team, Sean leads OHA's legal services team and works with OHA members and employees on a variety of legal and health care policy issues. He also supports OHA's advocacy team and advocates for hospital interests before a variety of regulatory agencies and the Ohio legislature. Prior to serving as senior vice president, Sean was Associate General Counsel and Sr. Director of Health Policy after joining OHA in 2009. Before joining OHA, Sean worked as an attorney at Bricker & Eckler for six years. Prior to law school, he worked as a legislative aide in the Ohio House of Representatives for former House Speaker Jo Ann Davidson.



Sarah Mendiola, JD, LPN, CPC, CPCO, Senior Vice President of Denials Management, Revint Solutions

Sarah Mendiola is the Senior Vice President of Denials Management at Revint Solutions, formerly Washington & West. Ms. Mendiola is also a licensed nurse in the State of Maryland and a Certified Professional Coder (CPC). Ms. Mendiola's work focuses on the appeal of claim denials by the Centers for Medicare and Medicaid (CMS) contractors, commercial insurers and the Maryland Medical Assistance Program. Ms. Mendiola has experience with both traditional Medicare denials and Medicare Advantage denials. She represents clients at Administrative Law Judge hearings and has obtained favorable results for claim denials from Zone Program Integrity Contractor (ZPIC) audits.

Ms. Mendiola came to helping providers with denials management after many years of performing direct patient care as a Licensed Practical Nurse (LPN). Ms. Mendiola graduated from the practical nursing program at Walter Reed Army Medical Center and served on active duty in the United States Army for six years as a nurse. During that time, she supervised the paraprofessional staff in two units at a large Army medical center. At the completion of her military duty Ms. Mendiola was employed as an LPN at Mercy Medical Center. She has also worked as a Law Clerk for the Baltimore City States Attorney's Office.

Ms. Mendiola graduated magna cum laude from the University Of Baltimore School Of Law. She holds a Bachelor of Arts in jurisprudence from the University of Baltimore, where she graduated summa cum laude. Ms. Mendiola is admitted to the Maryland Bar and a member of the American Bar Association's Health Law Section.

REGISTRATION

Member: \$85.00 / Non-Member: \$100.00

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The Western Reserve AAHAM Board requests that all members and non members please visit http://wraaham.org/site2/?page_id=19 to register

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Treasurer (AAHAM)
3711 Chester Avenue
Cleveland, Ohio 44114

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



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