



**AAHAM Western Reserve Chapter**  
**\*\*FREE\*\* VIRTUAL FALL CONFERENCE**  
**Thursday, September 23, 2021**

**AGENDA**

**8:00 AM - 8:10 AM**

**Welcome**

**Marcie Carek**, President, AAHAM Western Reserve

**8:10 AM - 9:10 AM**

**Managing the Revenue Cycle with Revenue Integrity Audits**

**Julie Hall**, Principal and Consultant, Integrated Revenue Integrity

**9:20 AM - 10:20 AM**

**Medicare Updates**

**Patsy Schwenk & Curtis McFadden**

Part A Provider Outreach and Education;  
CGS Administrators, LLC-J15 A/B MAC

**10:20 AM**

**Break - Door Prizes**

**10:30 AM - 11:30 AM**

**Self-Pay Challenges to Providers in the Post-Pandemic World**

**Tim Sheeler**, President and CEO, First Credit, RevCare and Paymed Solutions

**11:40 AM - 12:40 PM**

**Payers Going Wild**

**Day Egusquiza**, Founder and President AR Systems, Inc.  
& Patient Financial Navigator Foundation, Inc.

**12:40 PM - 1:10 PM**

**Lunch - Door Prizes**

**1:10 PM - 2:10 PM**

**Promoting a Consumerism Culture While Balancing Virtual Health  
Care, Legislation and Reimbursement**

**Donna Graham**, Executive Director of Revenue Cycle

**Nikki Davis**, Director of Patient Financial Services-MetroHealth System

**2:20 PM - 3:20 PM**

**OHA Updates**

**Quywen Weaver, Morris Ellington, Andy White**

Directors, Health Economics and Policy-Ohio Hospital Association

**3:20 PM**

**Break - Door Prizes**

**3:30 PM - 4:30 PM**

**AAHAM Legislative/Washington DC Updates**

**Paul Miller, PPC, LCP**, Miller Wenhold Capitol Strategies/  
AAHAM National Legislative Counsel

**4:30 PM**

**Grand Prize Drawing**

**Chapter Chairperson**

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## BIOGRAPHIES

### **Julie Hall, Principal and Consultant, Integrated Revenue Integrity**

Julie has over 25 years revenue cycle experience, most recently performing charge master reviews, educational workshops, and on-site training at hospitals in her position as the Director of Consulting at Bolder Healthcare/The ROI Companies. Holding positions as Director of Revenue Systems at Morton Hospital, Director of Patient Access for Southcoast Health Systems, and Manager of Patient Accounts at Brockton Hospital, Julie has expertise and knowledge in all facets of healthcare finance. These include charge master development and maintenance, service analysis, managed care contracting, budgeting, policy and procedure development, and reimbursement variance recovery — allowing her to focus on all areas of the RCM.



### **Patsy Schwenk, Senior Provider Education Consultant, CGS Medicare J15**

Patsy has over 30 years of Medicare experience, which includes working for several governmental contracting companies in Provider Education, Patient Education, Program Integrity, Claims Correspondence/Appeals and HR Training. She has travelled throughout Ohio, Kentucky and West Virginia educating physicians, office and facility staff, beneficiaries, care givers and insurance industry workers on all aspects of the Medicare program. She has a BA in Business Administration from Ohio Dominican University.



### **Curtis McFadden, Part A Senior Provider Relations Representative, CGS Medicare J15**

Curtis McFadden is a Part A Senior Provider Relations Representative for the J15 A/B MAC contract at CGS Administrators, LLC. He began his Medicare career as a subject matter expert in 2018. He also has 20 years' previous work experience with Medicare Managed Care and TRICARE contracts.



### **Tim Sheeler, President and CEO, First Credit, RevCare and Paymed Solutions**

Timothy D. Sheeler is the President & CEO of FCI/RevCare, serving in that role since 1994. He is a Cum Laude (BA) graduate of Hampden-Sydney College in Hampden-Sydney, Virginia and earned his Juris Doctor (J.D.) from the University of Akron School of Law. Mr. Sheeler as a Research Assistant Intern on Capitol Hill in Washington D.C. on health care reform issues with such notable people as Gail Wilensky, former director of the Health Care Finance Administration (HCFA), now CMS.



### **Day Egusquiza, Founder and President AR Systems, Inc. & Patient Financial Navigator Foundation, Inc.**

Day Egusquiza brings over 40 years' experience in health care reimbursement, including 20 years in an Idaho hospital leading hospital revenue cycle operations, contracting, new program development, 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.



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### **Donna Graham, Executive Director of Revenue Cycle, MetroHealth System**

Donna Graham has more than 25 years of experience in strategic planning for academic medical centers, multi-specialty healthcare delivery systems and private practices. Donna is Executive Director of Revenue Cycle for The MetroHealth System, where she uses her strategic planning background to guide revenue cycle initiatives and support patient centric clinical, IT and operations. Donna has implemented access, utilization management, HIM, coding and financial and operational solutions, leveraging technology to help healthcare organizations increase net revenue, improve work flow processes and accelerate cash flow. Donna has been a speaker and catalyst for case studies for national and local associations including HFMA, OHA, Health Leaders of America, HIMSS, AMA, Becker's, HBI, PMMC, KLAS and others. She is a board member for NOHIMSS. Recent recognitions realized by The MetroHealth System driven by patient centricity, innovation and collaboration with the Revenue Cycle and colleagues include HFMA PFCA, HIMSS Stage 7, Davies, Healthcare's Most Wired, Mad\*Pow Partner "A Bill You Can Understand Design Challenge".

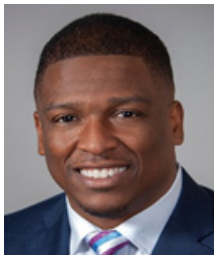


### **Nikki Davis, Director of Patient Financial Services, MetroHealth System**

Nikki has been integrating and managing both the professional and hospital revenue cycles for over 19 years. Her strong financial acumen and system knowledge are catalysts to achieving best practices in managing financial coordination and eligibility, billing and collections, consumer advocacy, and revenue cycle operations. Nikki serves as Chair of the Ohio Hospital Association Admitting, Billing, and Collections Committee and is a catalyst promoting best practices in PFS that have a patient-centric focus, while maintaining strong financial metrics.

### **Quyen Weaver, Director, Health Economics and Policy, Ohio Hospital Association**

As the director of Health Economics & Policy, Quyen focuses on Medicaid and Medicare policies and their impact on member hospitals. She provides patient financial services education and support and serves on the Admitting, Billing & Collection Committee. Prior to joining OHA in 2019, Quyen served as a manager of the hospital policy unit at the Ohio Department of Medicaid where she led the department's efforts on hospital coverage and reimbursement regulations. Quyen earned a bachelor's degree in Psychology from Miami University and a master's degree in Public Health from The Ohio State University.

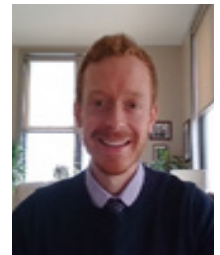


### **Morris Ellington, Director, Health Economics and Policy, Ohio Hospital Association**

Morris directs OHA's policy work with Ohio's private health insurance companies, focusing on these payers' impact on our member hospitals. Prior to joining OHA, Morris managed provider relations and contracts for MediGold, one of the larger Medicare Advantage plans in the state. He started his career in health care finance in the marketing division of AultCare Health Plans, a provider of health plans for employers, individuals, families and those eligible for Medicare. Morris earned his undergraduate degree from the University of Akron where he was a scholar athlete.

### **Andy White, Director, Health Economics and Policy, Ohio Hospital Association**

Andy leads OHA's strategic analysis of state and federal programs that impact member hospital finances. This includes the Hospital Care Assurance Program (HCAP), the Medicaid Franchise Fee, and other state and federal programs. Prior to joining OHA, Andy worked for six years in state government focused primarily on data analytics, health and human services, and public budgeting. This included serving as a budget analyst in the Ohio Office of Budget and Management, the policy analysis administrator in the Office of Hospital Services at the Ohio Department of Mental Health and Addiction Services, and the deputy director of operational excellence in the Attorney General's Office.



## **REGISTRATION**

**FREE to Attend**

**Register at**

**[http://wraaham.org/site2/?page\\_id=19](http://wraaham.org/site2/?page_id=19)**