

AAHAM Western Reserve Chapter SUPER PFS MEETING

**Northeast Ohio HFMA & AAHAM
Thursday, February 15, 2024**

**Cleveland Clinic Akron General
Health & Wellness Center**

**4125 Medina Road
Akron, OH 44333**

AGENDA

8:00 AM - 9:00 AM

Registration/Coffee

9:00 AM - 9:30 AM

State of the Chapter (HFMA-President, AAHAM-President)

Andy Emrhein, NEOHFMA President

And Marcie Carek, AAHAM Western Reserve Chapter President

9:30 AM - 10:45 AM

*Navigating Health Care Transparency & Regulations in
2024: A Proactive Approach for Organization*

Shawn Stack

Director, Perspectives & Analysis
HFMA National

10:45 AM - 12:00 PM

Revenue Cycle Panel

Deb Lauricia

Senior Director, Revenue Cycle Strategic Initiatives
Cleveland Clinic Health Systems

Eric Cercone

Director, Patient Financial Services
Metrohealth Medical Center

Kristen Shoup

System Director of Revenue Cycle
Wooster Community Hospital Health System

Jennifer (Nicki) Davis

VP, Revenue Cycle Operations
Metrohealth Medical Center

Matt Rusch

VP of Revenue Cycle
Aron Children's Hospital



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12:00 PM - 12:30 PM

Lunch

12:30 PM - 1:45 PM

Igniting Revenue Cycle's Superpower: Patient Advocacy

Lorin Martin

Managing Director

Alvarez & Marsal Healthcare Industry Group

1:45 PM - 3:00 PM

Where is the Value in Value Based Payments

J.B. Silvers

Professor, Department of Banking & Finance

Weatherhead School of Management, Case Western University

3:00 PM - 4:00 PM

***The Default- Hot to Understand Ourselves Drives Relational
Success***

Reggie Hodges

Regional VP, Sales

Capio

4:00 PM

Networking/Cocktails/Hors d'oeuvres

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REGISTRATION

Member Cost : \$50.00

Non-Member Cost : \$60.00

Fees:

Fees include; Continental Breakfast, lunch, and drinks at the networking cocktail hour.

Register at:

<https://web.cvent.com/event/6e646c3f-5bf6-496e-b7f1-89bdb3eae37d/summary>

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ABOUT OUR SPEAKERS...



Shawn Stack | Director of Perspectives & Analysis | HFMA National

As HFMA's Director of Perspectives & Analysis, Shawn is responsible for developing policies and positions on topics important to the Association's mission into recommendations for content strategy and product services for HFMA membership. He serves as a subject matter expert and consultant to the membership on healthcare policy, market influences, finance and revenue cycle operations as well as a facilities janitor. Shawn previously worked as a consultant with HMA/Burns and Associates, where he served as Senior Consultant to State Medicaid Agencies. Prior to that, Shawn was Director of Healthcare Policy and Economics for a state hospital association and Director and Assistant Director of Access and Revenue Cycle at a major academic medical center and designated cancer hospital. Shawn is currently on-staff and teaches Healthcare Finance at Boise State University and Carnegie Mellon for their Healthcare Masters Programs.



Deb Lauricia | Senior Director, Revenue Cycle Strategic Initiatives | Cleveland Clinic Health System

Deb Lauricia has 34 years' experience in healthcare finance and administration. She has been with the Cleveland Clinic for 16 years and is currently leading the strategic initiatives for revenue cycle, including integration and operationalizing of new facilities and practices, as well as heading up alternative payment strategies and implementation. She is also responsible for Revenue Integrity, Revenue Assurance, Special Billing and other complex projects and initiatives. Deb's history in payer contracting, managing the entire revenue cycle stream and physician administration enable her to address cross functional challenges with a broad perspective. She is also very engaged in policy and regulation and serves on multiple committees with the Ohio and Florida Hospital Associations. Deb was a non-traditional student and obtained her undergrad from Kent State University and MBA from Indiana Wesleyan University while working full time.



Eric Cercone | Director, Patient Financial Services | Metrohealth Medical Center

Eric Cercone, Director of Patient Financial Services has been with The MetroHealth System for 10 years integrating and managing both the professional and hospital revenue cycles. His strong financial acumen and technical experience have been drivers in achieving best practices in managing Financial Coordination and Eligibility, Billing and Collections, Revenue Cycle Operations, and Decision Support. Under his leadership, PFS has continued to maintain strong financial performance during the ever-changing healthcare landscape. He has also spent time managing information services and currently holds five Epic certifications supporting various segments of the revenue cycle. He has been a catalyst to promote Epic integration and functionality, helping MetroHealth earn level 9 in the Epic Gold Stars Program.



Matt Rusch | VP of Revenue Cycle | Akron Children's Hospital

Matt Rusch is the Vice President of Revenue Cycle at Akron Children's Hospital. In this role, he oversees all Revenue Cycle operations. Prior to joining Akron Children's, he was the Vice President of Revenue Cycle at Henry Ford Health System in Detroit. He has also served in leadership positions at Cleveland Clinic, MetroHealth System and University Hospitals of Cleveland. Matt holds a bachelor's and master's degree in business administration from Baldwin Wallace University. He is a Certified Healthcare Financial Professional (CHFP) and Certified Revenue Cycle Representative (CRCR) through the Healthcare Finance Management Association (HFMA). He is also the Treasurer for the Northern Ohio Chapter of American College of Healthcare Executives (ACHE) Matt and his wife, Christi, reside

in Valley View with their four children.

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J.B Silvers | Professor, Department of Banking & Finance | Weatherhead School of Management, Case Western University

J.B. Silvers, PhD, is the interim co-dean and professor of banking and finance at Weatherhead School of Management with a joint appointment in the Case Western Reserve University School of Medicine. His research in the areas of financial management and health services has been published in numerous journals including the Journal of Finance, Financial Management, Journal of the American Medical Association, Medical Care, Annals of Family Medicine, and the Journal of Business Research, among others. Silvers contributes commentary to public radio's Marketplace frequently and other national & local print and broadcast media including the New York Times, Business Insider and MarketWatch.

Professionally, Silvers has testified to Congress, several state legislatures, federal and state courts. He has also served on committees at the National Academies and several national and state commissions. Until recently, he was a board member (12 years) and treasurer of the Joint Committee on Accreditation of Healthcare Organizations (TJC/JCAHO) and a board member of SummaCare Insurance Company (14 years). For seven years Silvers was a commissioner on the Prospective Payment Assessment Commission (now MedPAC) advising Congress on Medicare payment. From 1997 to 2000, while on leave, he served as President and CEO of QualChoice Health Plan and Insurance Company, a subsidiary of University Hospitals of Cleveland. He currently is vice chair of the board at MetroHealth Medical Center. At Weatherhead, he has served as Department Chair, Senior Associate Dean and Interim Dean. Silvers earned a PhD in finance from Stanford University, a MS in Industrial Management and a BS in Engineering Science from Purdue University. He has been a faculty member at Case Western Reserve University since 1979 after prior appointments at Stanford, Harvard and Indiana.



Reggie Hodges | Regional VP, Sales | Capio

Reggie's 8-year NFL career took him on a purposeful journey across the country, finally landing him in Columbus, Ohio. In addition to strong performances on the field that would earn him an NFL record, his efforts off the field were just as important. He served as a mentor and spiritual leader in the locker room. The goal was to assist fellow players in their efforts to develop their spiritual, emotional, and mental health skills along the way. Now, as a successful entrepreneur, the mission has not changed. "Love Well, Serve Well," in every area of life. Reggie uses his gift as a communicator, offering motivation, guidance, and inspiration to athletic teams, churches, and businesses in the principles of spiritual, character, and career development.



Jennifer (Nicki) Davis | VP, Revenue Cycle Operations | Metrohealth Medical Center

Nikki Davis joined MetroHealth in June 2003, holding various positions over the past 20 years across the Revenue Cycle, and was named the Vice President of the Revenue Cycle in January 2023. At MetroHealth, Nikki leads the health system's Revenue Cycle, including admissions, pre-service/estimates/financial coordination, health information management services, DRG and provider coding, pricing transparency, revenue integrity, revenue cycle decision support, billing, collections, and consumer advocacy. Most recently, areas of concentration are revenue enhancement and performance transformation through leveraging technology, including robotics promoting efficiency and software development. Nikki is a frequent speaker at many Revenue Cycle conferences, and her expertise and teaching approach has been recognized with her appointment as Co-Chair, Chair, and Past-Chair of the OHA ABC Committee.



Kirsten Shoup | System Director of Revenue Cycle | Wooster Community Hospital Health System

Kristen Shoup, MBA, RHIA, CHFP is the System Director of Revenue Cycle at Wooster Community Hospital Health System. She has more than 25 years of experience in Revenue Cycle in multiple settings, including Acute, Post-Acute, Professional Fee and consulting as well as teaching adult learners in an on-line setting. Areas of expertise include managed care contracting, reimbursement, revenue integrity, coding and technology implementation. In her free time she enjoys spending time with her family, which includes her husband, two adult sons, and 2 adorable beagles, as well as spending time outdoors and running.



Lorin Martin | Managing Director | Alvarez & Marsal Healthcare Industry Group

Lorin Martin is a Managing Director and leader with Alvarez & Marsal Healthcare Industry Group in New York. He has over 23 years of experience leading revenue cycle and operational transformations. His client partnerships range from large academic medical centers to multi-facility health systems, community hospitals, and physician practice organizations, which have driven significant revenue cycle improvements, achieved interdisciplinary process efficiencies, and fostered meaningful and trusting relationships. Additionally, he served in a leadership role at a large, multi-state health system overseeing revenue cycle standardization and consistency. During his career, Mr. Martin has worked with over 100 hospitals and health systems across the United States and led engagements that have generated hundreds of millions of dollars of recurring net revenue and operational improvements with a consistent focus on patient engagement. During his career, Mr. Martin has led a variety of projects, including: Mr. Martin led an interdisciplinary transformation engagement at a \$7B integrated health system that improved billing and collections policies and workflows including Epic revenue integrity and work queue realignment. The total transformation generated \$24M in annual net revenue improvements. Mr. Martin developed a comprehensive, systemwide Patient Access strategy across a large healthcare organization which included 12 acute care hospitals and an expansive physician network to transform patient engagement, interactions, and financial processing to create a best-in-class patient experience while optimizing financial outcomes. -Mr. Martin has led a strategic engagement to enhance the patient experience with process and technology improvements within a large integrated health network with revenues totaling \$4B. Prior to joining A&M, Mr. Martin spent 10 years with The Claro Group in Chicago, IL, where he served as a Managing Director in the Revenue Cycle practice. Additionally, Mr. Martin spent five years at a 36-hospital health system where he led revenue cycle standardization, financial/ clinical integration, and patient satisfaction, including comprehensive vendor strategies across all aspects of the revenue cycle. Mr. Martin earned a bachelor's degree in Biobehavioral Health from The Pennsylvania State University with a minor in Health Policy and Administration.



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