



hfma[™] hawaii chapter
healthcare financial management association



LEADING
the
CHANGE



 hfma 2014 - 2015

HFMA Hawai`i Chapter 2015 Annual Conference

Thursday, April 9 and Friday, April 10, 2015

Ala Moana Hotel, Honolulu, Hawai`i

Conference Highlights

The 2015 HFMA Hawai`i Chapter Annual Conference, "Leading the Change," will feature informative keynote speakers and breakout sessions that will explore the Affordable Care Act, healthcare reform, accountable care, health information technology, revenue cycle issues, leadership, recapturing your magic and more! If you are a policy maker, industry executive, or healthcare professional, and want to shape health care in Hawai`i, this conference is for you! Our outstanding faculty will educate and inspire you!

Conference Schedule at a Glance: Thursday, April 9, 2015

- 7:00 to 8:30 a.m. **PAKALANA/ANTHURIUM:** HFMA Hawai'i Chapter Past Presidents Breakfast
- 7:30 to 8:30 a.m. **FOYER:** Registration, Continental Breakfast and Visit Exhibitors
- 8:30 to 8:45 a.m. **HIBISCUS BALLROOM I:** Welcome by President Maria Chun
- 8:45 to 10:15 a.m. **HIBISCUS BALLROOM I:** General Session 1: **Recapturing Your Magic. Jeffrey D. Johnson,** Chief, Sales & Marketing, Hawes Financial Group.
- 10:15 to 10:30 a.m. **FOYER:** Break and Visit Exhibitors
- 10:30 a.m. to 12 noon Breakout Sessions

Breakout 1A: HIBISCUS I	Breakout 1B: PLUMERIA	Breakout 1C: CARNATION
ICD-10 Update Linda J. Corley, BS, MBA, CRCR, CPC Vice President – Compliance, Quality Assurance and Associate Development Xtend Healthcare	Cyber Risks in the Healthcare Environment Jeffrey Bird, BBA, MS, CPA, CISSP, CISA Senior Manager Deloitte & Touche, LLP	Optimizing Reimbursement Through the Medicare Cost Report Glenn Bunting, BS Director, Healthcare Consulting Group Moss Adams, LLP Susan Ruchin, BS Senior Manager, Healthcare Consulting Group Moss Adams, LLP

- 12:00 noon to 1:30 p.m. **HIBISCUS BALLROOM II:** Lunch, Networking, Door Prizes and Visit Exhibitors
- 1:30 to 3:00 p.m. Breakout Sessions

Breakout 2A: HIBISCUS I	Breakout 2B: PLUMERIA	Breakout 2C: CARNATION
Unveil Surprising Details Surrounding Patient Engagement/Transparency Katherine H. Murphy, BA, CHAM, FHAM Vice President, Revenue Cycle Consulting Passport/Experian Health	Creative Leadership Jonathan Fanning, BS, MBA Author, President Jonathan Fanning Consulting	HMSA's Supportive Care Pilot and Outpatient Palliative Care for Advanced Cancer and CHF Patients Rae Seitz, MD Medical Director, Senior Plans HMSA

- 3:00 to 3:15 p.m. **FOYER:** Break and Visit Exhibitors
- 3:15 to 4:45 p.m. **HIBISCUS BALLROOM I:** General Session 2: **Win-Win-Win Approaches to Accountable Care. Harold Miller,** President & CEO, Center for Healthcare Quality & Payment Reform.
- 5:00 to 5:15 p.m. **HIBISCUS BALLROOM II:** 2015 HFMA Hawai'i Chapter Officer Installation
- 5:15 to 8:00 p.m. **HIBISCUS BALLROOM II:** Reception and Door Prizes

Conference Schedule at a Glance: Friday, April 10, 2015

- 7:00 to 8:30 a.m. **PAKALANA/ANTHURIUM:** HFMA Hawai'i Chapter Annual Membership Meeting
- 7:30 to 8:30 a.m. **FOYER:** Registration, Continental Breakfast and Visit Exhibitors
- 8:30 to 8:45 a.m. **HIBISCUS BALLROOM I:** Welcome by President-Elect Val Sonoda
- 8:45 to 10:15 a.m. **HIBISCUS BALLROOM I:** General Session 3: **Medical Manners in the New World of Healthcare: How to Raise Your Patient Satisfaction Scores and Patient Outcomes.** Lydia Ramsey, President, Manners That Sell.
- 10:15 to 10:30 a.m. **FOYER:** Break and Visit Exhibitors
- 10:30 a.m. to 12 noon Breakout Sessions

Breakout 3A: HIBISCUS I	Breakout 3B: CARNATION	Breakout 3C: PAKALANA/ANTHURIUM
<i>Ill-Prepared? – A Health Finance and IT Perspective for Counteracting Ebola</i> Sam King , MPH, MBA, FHFMA, FHIMSS, CPHQ, CPHIMS Industry Fellow and Chair Digital Healthcare	<i>The Two-Midnight Rule: What Are The Five Operational Changes Necessary for Compliant Reimbursement?</i> Linda J. Corley , BS, MBA, CRCR, CPC Vice President – Compliance, Quality Assurance and Associate Development Xtend Healthcare	<i>Million Dollar Solution Without the Million Dollar Price Tag</i> Susan Labow , Vice President Receivables Optimization, Inc. Andree Campa , PFS Supervisor Kern Medical Center Helen Cullen , Patient Access Manager Kern Medical Center

- 12 noon to 1:30 p.m. HIBISCUS BALLROOM II: Lunch, Networking, Door Prizes and Visit Exhibitors
- 1:30 to 3:00 p.m. Breakout Sessions

Breakout 4A: PAKALANA/ANTHURIUM	Breakout 4B: CARNATION	Breakout 4C: HIBISCUS I
<i>8 Secrets to Successful Implementation and Optimization of Pricing Transparency</i> Eleanor Michalek , System Director, Patient Access, Presence Health Katherine H. Murphy , BA, CHAM, FHAM Vice President, Revenue Cycle Consulting Passport/Experian Health	<i>Who Are You Becoming?</i> Jonathan Fanning , BS, MBA Author, President Jonathan Fanning Consulting	<i>Medical Practice in America: Past, Present and Future</i> Kurt Mosley , BA Vice President, Strategic Alliances Merritt Hawkins

- 3:00 to 3:15 p.m. **FOYER:** Break and Visit Exhibitors
- 3:15 to 4:45 p.m. **HIBISCUS BALLROOM I:** General Session 4: **Strategies for a More Engaged Workforce.** Bob Nelson, PhD, President, Management Training & Consulting.
- 4:45 to 5:00 p.m. Closing Remarks and Drawing for Free 2016 Conference Registration by President-Elect Val Sonoda

General Session Keynote Speakers:

General Session 1: **Recapturing Your Magic**



Jeffrey D. Johnson, Chief, Sales & Marketing, Hawes Financial Group.

“Each individual person is very important. Each person has tremendous potential. She or he alone can influence the lives of others within the communities, nations, within and beyond her or his own time.”

~ Muhammad Yunus ~

We use the magic within each of us to influence the world around us. What happens when this magic runs low or possibly, out? How do you get it back? In this valuable, hands-on seminar, the answers to these questions are addressed in a fun and memorable way.

Jeff Johnson is a nationally acclaimed motivational trainer, speaker and facilitator. He is a certified 7-Habits Trainer and has numerous professional memberships, including HFMA. Presently, Jeff serves as HFMA Oregon Chapter President-Elect and on the Regional Committee. When not working, Jeff enjoys running and spending time with his amazing wife and 5 children.

General Session 2: **Win-Win-Win Approaches to Accountable Care**



Harold Miller, President and CEO, Center for Healthcare Quality and Payment Reform.

It's clear that healthcare spending is too high and that changes in the way we deliver healthcare are needed. But can we reduce utilization of services without denying patients care they need? Can we reduce costs for employers and public insurance programs without creating financial problems for physicians and hospitals? Harold Miller will explain how better payment systems for physicians and hospitals and better insurance benefit designs for patients can support higher-quality, lower-cost approaches to care delivery. He will give specific examples from primary care and various specialties showing how patients can get better care, employers and government can spend less on healthcare, and physician practices and hospitals can remain financially viable.

Harold Miller has been working at the local, state, and national levels on initiatives to improve the quality of healthcare services and to change the fundamental structure of healthcare payment systems in order to support improved value. He also serves as Adjunct Professor of Public Policy and Management at Carnegie Mellon University. Miller is a nationally recognized expert on healthcare payment and delivery reform, and has given invited testimony to Congress on how to reform healthcare payment. He has authored a number of papers and reports on health care payment and delivery reform. Miller has worked in more than 30 states and metropolitan regions to help physicians, hospitals, employers, health plans, and government agencies design and implement payment and delivery system reforms, and he assisted the Centers for Medicare and Medicaid Services with the implementation of its Comprehensive Primary Care Initiative in 2012. Miller serves on the Board of Directors of the National Quality Forum, and he has represented the Network for Regional Healthcare Improvement on the National Priorities Partnership.

General Session 3: **Medical Manners in the New World of Healthcare: How to Raise Your Patient Satisfaction Scores and Patient Outcomes**



Lydia Ramsey, President, Manners That Sell.

Medical manners matter now more than ever before. At a time when hospitals, physicians groups and individual practices are competing for patients and customers, it is important to remember that patients and their families are people, too! They are paying customers—the lifeblood of every healthcare system.

Now with new regulations regarding hospital reimbursements, it is not enough to have state of the art equipment and the most-qualified physicians if you and your staff lack customer service skills and good manners.

Lydia Ramsey, business etiquette expert, professional speaker, nationally recognized author and former healthcare administrator, knows the profession inside and out. She can work with you and your staff to polish those interpersonal skills that will set you and your organization apart from the competition. Your patient satisfaction scores will rise and patient outcomes will improve when you treat your patients and their families with the courtesy, kindness and respect that they deserve.

Lydia Ramsey is an international business etiquette expert. She is the author of several books including MANNERS THAT SELL – ADDING THE POLISH THAT BUILDS PROFITS. Ramsey has presented her programs on “Medical Manners” to members of medical associations in New York, Ohio, Idaho and Georgia as well as numerous healthcare systems and physicians groups.

General Session 4: **Strategies for a More Engaged Workforce**



Bob Nelson, Ph.D., President, Nelson Motivation, Inc.

Most employees today feel overworked and underappreciated and the Great Recession has added to this burden. During times of change when we are asking them to do more with less, they report feeling less valued and more stressed for their efforts. Based on his award-winning book “Keeping Up in a Down Economy: What the Best Companies do to Get Results in Tough Times” and content from “1501 Ways to Reward Employees” Bob Nelson will expand your thinking of how best to leverage the potential of your staff. This session will focus on core researched-based elements found in strong cultures of engagement that inspire employees to new levels of performance and help to create an exciting, positive work environment and competitive people advantage for the organization even in tough, challenging and recessionary times. Based on recent engagement research, six dimensions will be presented with examples that any manager/organization can implement to create a more motivating work environment for their employees today. This session will be filled with specific real-life examples and techniques that can be immediately applied by attendees to systematically leverage, build and sustain a culture of engagement in their workplace.

Dr. Bob Nelson is considered one of the leading authorities on employee recognition, motivation and engagement. He is president of Nelson Motivation Inc., a management training and consulting company that specializes in helping organizations improve their management practices, programs and systems. He serves as an Executive Strategist for HR Issues and has worked with 80% of the Fortune 500. He worked closely with Dr. Ken Blanchard, “The One Minute Manager,”

for ten years and currently serves as a personal coach for Dr. Marshall Goldsmith, ranked as the #1 Executive Coach in the world.

Leading the Change

**HFMA Hawai'i Chapter 2015 Annual Conference
April 9 and 10, 2015**

Ala Moana Hotel, Honolulu, Hawai'i

Register online at <http://www.hfma.org/Content.aspx?id=27822>

Name: _____

Employer: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

1. Professional Association Membership

Active members of the following professional organizations may attend the conference at the Member Rate. Please check the organization for which you have an active membership.

HFMA HMGMA (Hawai'i Chapter of MGMA) ACHE (American College of Healthcare Executives)

2. Breakout Session Registration (circle one breakout session per time slot)

Thursday, April 9, 2015

Friday, April 10, 2015

10:30 a.m. to 12:00 noon	1A	1B	1C	10:30 a.m. to 12:00 noon	3A	3B	3C
1:30 p.m. to 3:00 p.m.	2A	2B	2C	1:30 p.m. to 3:00 p.m.	4A	4B	4C

3. **Conference Activity:** I will attend the April 9 (Thursday) Evening Reception.
4. **Conference Fees:** One and two-day fees include the Evening Reception. **Circle** the appropriate box below. The deadline for all registrations is **March 27, 2015**.

	Early Bird Registration (received by March 13)		General Registration (received after March 13)		Neighbor Island Registration	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
2-Day Fee	\$335	\$450	\$385	\$500	\$200	\$250
1-Day Fee	\$225	\$300	\$275	\$350	N/A	N/A
Reception Only	\$35	\$50	\$35	\$50	N/A	N/A

Registration Options

You may register through any method listed below. HFMA, HMGMA and ACHE Members may register by any method to receive the Member Rate.

1. Via Internet: Register at <http://www.hfma.org/Content.aspx?id=27822>. Credit card payments only.
2. Via Mail: Complete the registration form, make checks payable to **HFMA**, and mail to:
HFMA, 6063 Eagle Way, Chicago, IL 60678
3. Via Fax: Complete the registration form including payment info (or that check will follow) and fax to:
(708) 531-0665
Attn: MSC
4. Via Phone: Call **(800) 252-4362, extension 2**.

Conference Information

Conference Rates

Two-day and one-day fees include registration, continental breakfast, lunch and evening reception on Monday. The evening reception only includes food, tax and gratuities. Host/no-host bar will be available. Early-bird registrations are due on or before **March 13, 2015**. The deadline for all registrations is **March 27, 2015**.

Cancellations and Refunds

Fifty percent of the conference registration is refundable only if written cancellation is received by March 27, 2015. Registrations and cancellations received after March 27, 2015 are not refundable. Registrants unable to attend may send a substitute. If the substitute is not a member, the non-member registration is required.

To cancel your registration, email or fax your cancellation request to the HFMA Member Service center at memberservices@hfma.org or (708) 531-0665. If you have any questions regarding the cancellation policy for this event, please call the HFMA Member Services Center at (800) 252-4362, extension 2.

Presentation Materials

Electronic access to most presentation handouts will be available to conference attendees prior to the conference and for a limited time afterward. Please download the presentations for your use. Printed conference materials **will not** be distributed at the conference.

Attire

Aloha, Military Class B or Business Casual.

Hotel Accommodations

The 2015 HFMA Hawai'i Chapter Annual Conference will be held at the Ala Moana Hotel in Honolulu. Conference attendees may reserve hotel rooms by calling Ala Moana Reservations at 1-800-367-6025 or visiting its website at www.alamoanahotel.com. The hotel is located at 410 Atkinson Drive, Honolulu, HI 96814.

Parking

Parking is available at the Ala Moana Hotel. Validated parking is \$6 for 8 hours and \$8 for 10 hours. Please be aware that the parking fee will be higher if parking exceeds 10 hours.

Inquiries

Contact Conference Chair Lehua Pate at (808) 691-4039 or by email at lpate@queens.org.

Breakout Session Descriptions: **Thursday, April 9, 2015 10:30 a.m. to 12 noon**

Breakout 1A	Breakout 1B	Breakout 1C
<p>ICD-10 Update Linda J. Corley, BS, MBA, CRCR, CPC Vice President – Compliance, Quality Assurance and Associate Development Xtend Healthcare The clock is ticking. On October 1, 2015, all HIPAA covered entities MUST submit claims using ICD-10 codes. This session will help attendees understand the critical factors and components needed to make a successful transition to ICD-10.</p>	<p>Cyber Risks in the Healthcare Environment Jeffrey Bird, BBA, MS, CPA, CISSP, CISA Senior Manager Deloitte & Touche, LLP This session explores how the changing cyber threat landscape impacts healthcare organizations, and ways they can be secure, vigilant, and resilient.</p>	<p>Optimizing Reimbursement Through the Medicare Cost Report Glenn Bunting, BS Director, Healthcare Consulting Group Moss Adams, LLP Susan Ruchin, BS Senior Manager, Healthcare Consulting Group Moss Adams, LLP During this era of reduced Medicare reimbursements, it's difficult to maintain a robust Medicare beneficiary payment. Optimization of your Medicare cost report filing by maximizing Medicare rate setting, DSH payment, EHR payment, bad debt reporting and other aspects of your reimbursement will help increase your Medicare revenues.</p>

Breakout Session Descriptions: **Thursday, April 9, 2015 1:30 to 3:00 p.m.**

Breakout 2A	Breakout 2B	Breakout 2C
<p>Unveil Surprising Details Surrounding Patient Engagement/Transparency Katherine H. Murphy, BA, CHAM, FHAM Vice President, Revenue Cycle Consulting Passport/Experian Health Healthcare Transparency is a complex process requiring knowledge of Medical, Clinical, Financial Liabilities, Revenue Cycle, Regulatory requirements and the HUMAN FACTOR. Review challenges and real life experiences in our quest for transparency. Review engagement, communications, and the potential for improving outcomes when pairing transparency objectives with automated solutions for managing them.</p>	<p>Creative Leadership Jonathan Fanning, BS, MBA Author, President Jonathan Fanning Consulting Building creativity and innovation into your leadership in today's business environment is not optional. The 6 keys to increasing creativity will have a positive impact on every part of your life.</p>	<p>HMSA's Supportive Care Pilot and Outpatient Palliative Care for Advanced Cancer and CHF Patients Rae Seitz, MD Medical Director, Senior Plans HMSA Healthcare today requires seriously ill patients to choose: disease-modifying treatments or comfort-directed, holistic care. An option exists that combines both of these approaches: Supportive Care. Also known as <i>palliative care</i>, Supportive Care has been shown to result in prolonged life as well as improvement or maintenance of quality of life.</p>

Breakout Session Descriptions: **Friday, April 10, 2015 10:30 a.m. to 12 noon**

Breakout 3A	Breakout 3B	Breakout 3C
<p><i>Ill-Prepared? – A Health Finance and IT Perspective for Counteracting Ebola</i> Sam King, MPH, MBA, FHFMA, FHIMSS, CPHQ, CPHIMS Industry Fellow and Chair Digital Healthcare A few weeks after an Ebola patient died in a Texas hospital, its revenue dropped by 26%. What role did an EHR play in Ebola’s arrival in the US? This session examines the overarching role of and lesson learned in finance, technology and process in counteracting the crisis; and reviews how health IT (such as robotics, mobile apps, mapping tools and collaboration platforms) will make a difference in fighting the disease.</p>	<p><i>The Two-Midnight Rule: What Are The Five Operational Changes Necessary for Compliant Reimbursement?</i> Linda J. Corley, BS, MBA, CRCR, CPC Vice President – Compliance, Quality Assurance and Associate Development Xtend Healthcare This session will provide practical strategies for protecting revenue, reducing costs and achieving compliance. The issue of short-stay admissions and medical necessity presents a high degree of financial and compliance risk. Given intense regulatory scrutiny and the number of dollars at stake, it is important for hospitals to take action to mitigate this risk.</p>	<p><i>Million Dollar Solution Without the Million Dollar Price Tag</i> Susan Labow, Vice President Receivables Optimization, Inc. Andree Campa, PFS Supervisor Kern Medical Center Helen Cullen, Patient Access Manager Kern Medical Center Healthcare providers continue to struggle to find inexpensive ways to maximize technology and minimize manual efforts. Unfortunately, we don’t have the budget to pay for the million dollar solution. This session will take the audience into an actual hospital experience in the most difficult of circumstances - a county hospital with county bureaucracy and union regulations. The results were amazing. Cash flow increased by \$400,000 per week and 40% of the business office staff were re-purposed to the front-end.</p>

Breakout Session Descriptions: **Friday, April 10, 2015 1:30 to 3:00 p.m.**

Breakout 4A	Breakout 4B	Breakout 4C
<p><i>8 Secrets to Successful Implementation and Optimization of Pricing Transparency</i> Eleanor Michalek, System Director, Patient Access, Presence Health Katherine H. Murphy, BA, CHAM, FHAM Vice President, Revenue Cycle Consulting Passport/Experian Health Review the challenges and successes of Presence Health, a 12 hospital system in Illinois, as they embarked down their journey to deliver price transparency, boost pre- and point of service collection and determine if they should collect. Review their use of automation, training, and the numbers that speak to their success.</p>	<p><i>Who Are You Becoming?</i> Jonathan Fanning, BS, MBA Author, President Jonathan Fanning Consulting A year from now, you will be a better leader ... or not. Learn the “Simplest and Most Effective Leadership Development Plan” for yourself, your family, and your team.</p>	<p><i>Medical Practice in America: Past, Present and Future</i> Kurt Mosley, BA Vice President, Strategic Alliances Merritt Hawkins This session examines current and historical physician supply and demand trends, training, compensation patterns and practice types. It projects how healthcare reform and related changes will reshape the way physicians practice and are paid: value-based compensation, the team-based approach to care, medical homes, “complexivists,” concierge practice and more.</p>

Conference Faculty

THURSDAY, APRIL 9, 2015

Breakout 1A:

Linda J. Corley, BS, MBA, CRCR, CPC, Vice President – Compliance, Quality Assurance and Associate Development, Xtend Healthcare

Ms. Corley has over 25 years of experience working with hospitals and physicians to ensure optimal reimbursement in a compliant manner. She has performed Revenue Cycle Reviews in the areas of PFS, HIM and Patient Care Management to identify improvement opportunities and to develop action plans and training programs to implement performance enhancement. Ms. Corley is a frequent HFMA speaker due to her extensive in-depth knowledge of current governmental regulations and industry best practices.

Breakout 1B:

Jeffrey Bird, BBA, MS, CPA, CISSP, CISA, Senior Manager, Deloitte & Touche, LLP

Mr. Bird has over 9 years of experience in a wide range of disciplines including cyber risk management, information security and privacy, third-party risk management, and IT compliance, audit and controls. He has focused on serving health care organizations as they assess, design, and implement IT risk, governance, and security programs. In addition to his work at Deloitte, Mr. Bird also led the creation of an end-to-end cyber risk management program for a healthcare provider.

Breakout 1C:

Glenn Bunting, BS, Director, Healthcare Consulting Group, Moss Adams, LLP

Mr. Bunting has over 20 years of experience in the health care finance industry. He assists in overseeing Moss Adams' Healthcare Consulting Group's reimbursement practice. Mr. Bunting focuses on core reimbursement services, optimization and compliance, Medicare wage index and occupational mix reporting, and Medicare and Medicaid cost report appeals.

Susan Ruchin, BS, Senior Manager, Healthcare Consulting Group, Moss Adams, LLP

Ms. Ruchin has been in the health care industry for over 30 years including 10 years working for a Medicare Contractor in the supervision and audit of large health care chain organizations. She focuses her consulting services on the preparation and review of Medicare cost reports along with third party reimbursement services such as wage index, occupational mix, uncompensated care reporting and disproportionate share payments. Susan is past Treasurer and Board Member of the Washington Alaska Chapter of HFMA.

Breakout 2A:

Katherine H. Murphy, BA, CHAM, FHAM, Vice President, Revenue Cycle Consulting, Passport/Experian Health

Ms. Murphy has 25 years of revenue cycle experience and is a member of HFMA. She has a BA and Graduate Certificate in Management. She served 4 years on the Board of Directors for NAHAM, 5 years as Illinois Affiliate President, and oversees Passport's Speakers Bureau. Ms. Murphy was recently inducted into NAHAM's Fellows Program.

Breakout 2B:

Jonathan Fanning, BS, MBA, Author, President, Jonathan Fanning Consulting

Jonathan Fanning helps organizations and individuals reach their full potential and is the author of *"Who are you BECOMING?"* Through keynote speaking, training workshops, coaching, and consulting, Jonathan works to create excellence within companies, teams and organizations that are not willing to settle for "good enough."

Breakout 2C:

Rae Seitz, MD, Medical Director, Senior Plans, HMSA

Dr. Seitz is a Medical Director at HMSA where she is implementing innovative programs designed to improve the care of seriously ill people. Dr. Seitz was recently recognized as one of the top 30 visionaries in Hospice and Palliative Medicine. She has been a palliative care physician for over 10 years. She received her MD from JABSOM and trained at the Harvard Medical School. At Kaiser Permanente, she had extensive experience developing palliative care programs. Dr. Seitz has lectured and taught about palliative and hospice care issues both nationally and internationally in India, Guam, and Palau.

FRIDAY, APRIL 10, 2015

Breakout 3A:

Sam King, MPH, MBA, FHFMA, FHIMSS, CPHQ, CPHIMS, Industry Fellow and Chair, Digital Healthcare

Mr. King has senior executive, consulting, and academic experience in healthcare IT, healthcare finance, analytics, business intelligence, data warehousing, project management and continuous quality improvement. He has an extensive background and broad experience in health plans, hospitals, medical groups and integrated delivery systems. He is a faculty member at the UC Irvine Merage School of Business and the UCLA Fielding School of Public Health.

Breakout 3B:

Linda J. Corley, BS, MBA, CRCR, CPC, Vice President – Compliance, Quality Assurance and Associate Development, Xtend Healthcare

Ms. Corley has over 25 years of experience working with hospitals and physicians to ensure optimal reimbursement in a compliant manner. She has performed Revenue Cycle Reviews in the areas of PFS, HIM and Patient Care Management to identify improvement opportunities and to develop action plans and training programs to implement performance enhancement. Ms. Corley is a frequent HFMA speaker due to her extensive in-depth knowledge of current governmental regulations and industry best practices.

Breakout 3C:

Susan Labow, Vice President, Receivables Optimization, Inc.

During the course of Ms. Labow's lengthy tenure in the healthcare world, she has held virtually every position involved in the revenue cycle, from biller to corporate business office director. Ms. Labow is very active with HFMA, is a past Chairperson for the HFMA Region 11 Symposium, and is also a past President of the Southern California Chapter. She is active with the California Hospital Association and serves on the Payer Relations Committee.

Andree Campa, PFS Supervisor and **Helen Cullen**, Patient Access Manager, Kern Medical Center

Ms. Campa has worked at Kern Medical Center for over 15 years where she is responsible for the Medi-Cal A/R which represents 75% of total A/R. Ms. Campa started with 8 FTEs and now has 2 FTEs while ensuring minimal aged A/R. Ms. Cullen has worked at Kern Medical Center for over 5 years where she is responsible for all outpatient and clinic registration and enterprise-wide pre-service resolution and authorizations.

Breakout 4A:

Eleanor Michalek, System Director, Patient Access, Presence Health

Ms. Michalek has 30 years of experience in hospital financial operations having held positions as Director of Patient Financial Services, Director of Patient Accounting, and Regional Director of Revenue Cycle.

Katherine H. Murphy, BA, CHAM, FHAM, Vice President, Revenue Cycle Consulting, Passport/Experian Health

Ms. Murphy has 25 years of revenue cycle experience and is a member of HFMA. She has a BA and Graduate Certificate in Management. She served 4 years on the Board of Directors for NAHAM, 5 years as Illinois Affiliate President, and oversees Passport's Speakers Bureau. Ms. Murphy was recently inducted into NAHAM's Fellows Program.

Breakout 4B:

Jonathan Fanning, BS, MBA, Author, President, Jonathan Fanning Consulting

Jonathan Fanning helps organizations and individuals reach their full potential and is the author of *"Who are you BECOMING?"* Through keynote speaking, training workshops, coaching, and consulting, Jonathan works to create excellence within companies, teams and organizations that are not willing to settle for "good enough."

Breakout 4C:

Kurt Mosley, BA, Vice President, Strategic Alliances, Merritt Hawkins

Mr. Mosley has over 20 years of health care staffing experience and is one of the nation's leading authorities on medical staffing trends and has been cited for his expertise in numerous publications. Mr. Mosley has addressed over 90 healthcare professional organizations over the last two years reaching over 5,000 industry leaders. A graduate of California State University, Fullerton, Mr. Mosley spent several years in professional baseball and now resides in Dallas, Texas.

Mahalo to Our Chapter Sponsors!

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Kokua Sponsors:

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