

# PATIENT ACCESS: FOUNDATION OF THE REVENUE CYCLE

**LIVE ONLINE  
JULY 18, 2023**

Following the success of the Patient Access: Foundation of the Revenue Cycle meeting hosted in the winter of 2023, the Summer program will continue to expand on topics of greatest concern to Patient Access and Front-End Revenue Cycle teams, tackling topics including registration and eligibility verification, point-of-service collections, securing prior-authorization, delivering timely and accurate patient estimates, and continued compliance with the No Surprises Act.

**10:45** Event Platform Log-in & Networking

**11:10** Opening Remarks & Program Welcome  
Kate Jeter, *Founder, the healthXchange*

**11:15** Increasing Registration Accuracy & Eligibility Verification

- Instilling workflows to increase registration accuracy
- Gathering a full picture of patients' current eligibility
- Remediating registration errors leading to denials
- Tools & technologies supporting registration accuracy
- Leveraging third party partners in real-time eligibility

Becky Peters, *Executive Director of Patient Access*  
BANNER HEALTH

Jeff Shipley, *Manager, Pre-Visit Patient Access*  
RUSH UNIVERSITY MEDICAL CENTER

Erin Squires, *Regional Director of Patient Access*  
TRINITY HEALTH NORTHEAST REGION

Katina Robinson, CHAA, *Patient Access Manager*  
HCA HEALTHCARE

**12:00** Networking & Coffee Break

**12:15** Securing Prior-Authorization for Care: Documentation

- Increasing importance of securing prior authorization
- CMS proposed rule to streamline authorization processes
- Meeting documentation demands from payer partners
- Precertification challenges specific to complex treatments
- Addressing last-minute add on's and changes in care plans

Terrence Cunningham, JD, *Director, Administrative Simplification Policy*  
AMERICAN HOSPITAL ASSOCIATION

Rosita Green, Owner  
LIL ROSE PETALS OF KNOWLEDGE  
*Former Director of Pre-Authorization, Verification, & Eligibility*  
LUMINIS HEALTH

Lisa Layton, *Patient Access Manager*  
BAMF HEALTH

Hannah Murphy, DHA, FACHDM, *Regional Director for Patient Access*  
PROVIDENCE

**1:00** Networking & Coffee Break

**1:15** Delivering Accurate Patient Estimates & No Surprises Act

- Operational challenges in delivering accurate estimates
- Use of dashboards & technology to benchmark accuracy
- Effective methods of communicating estimates to patients
- Ensuring patient acknowledgement of care estimates
- Ongoing implementation of the No Surprises Act: Next steps

Keri Collins-Mooney, *Regional Finance Director - Acute (Former Director, Financial Operations at NEMOURS)*  
UHS, INC.

Seth Jeremy Katz, *VP of HIM & Revenue Cycle, Finance*  
UNIVERSITY HEALTH

Laura Kern, *Director, Patient Access*  
UNIVERSITY OF TOLEDO MEDICAL CENTER

Grace Upleger, *Director of Patient Financial Services*  
VANDERBILT UNIVERSITY MEDICAL CENTER

**2:00** Networking & Coffee Break

**2:15** Patient Collections: Point-of-Service & Beyond

- Industry collection benchmarks: Increasing collections
- Leveraging transparency in patient collection efforts
- Training & scripting that balances empathy & payments
- Strategies for successfully reducing collection timelines
- Automation & technology supporting collections

Danielle Andujar, *Regional Director, Patient Access*  
NOVANT HEALTH

Fareed Aziz, *System VP, Revenue Cycle Management*  
MOUNTAIN HEALTH NETWORK

Gary Patterson, *Patient Access Director*  
ESSENTIA HEALTH

Laura Rasor, *Patient Access Director*  
TEXAS HEALTH RESOURCES

**3:00** Closing Remarks & Program Conclusion

\*All Times Eastern\*