

PATIENT FINANCIAL SERVICES: BALANCING ACCESS & PAYMENT

From registration to claim submission, executives in Patient Financial Services play a pivotal function in the hospital and health system revenue cycle, balancing access to care while at the same time facilitating accurate and timely payer reimbursement, and the collection of payments from patients directly. Striking this delicate balance between access and payment requires a level of knowledge and a focus on continuous improvement, to ensure clean claims are submitted, and resulting in first-pass payment, as well as creating a collaborative and transparent tone in communicating and engaging with patients.

PROGRAM AGENDA | ALL TIMES EASTERN

10:45 | Event Platform Log-in & Open Networking

11:05 | Opening Remarks & Program Welcome

Kate Jeter, *Founder, the healthXchange*

11:15 | Impact of Accurate Eligibility Verification & Prior Authorization on Generating Clean Claims

- Work queues increasing accuracy of registration data
- Ensuring full & accurate picture of patient eligibility
- Remediating & preventing registration & eligibility errors
- Balancing prior auth timelines with scheduling care
- Meeting medical necessity documentation to secure auth

Michael Brethorst, MS

Director, Financial Pre-Services

ESSENTIA HEALTH

Stacie French

Senior Director, Enterprise Authorizations & Registration Support

MONUMENT HEALTH

Tori Wason, CHAM, CRCR, CHFP

Patient Access Director

BANNER IMAGING

12:00 | Networking & Coffee Break

12:15 | Patient Financial Collaboration: Estimates & Transparency Initiatives Driving Patient Satisfaction

- The No Surprises Act & transparency regulations
- Operational challenges in providing estimates
- Accuracy challenges & estimate benchmark targets
- Communicating estimates & transparency with patients
- Changing the conversation around healthcare costs
- Positive impact of initiatives on satisfaction & engagement

Rodney Benson

Administrative Director of Patient Experience

JEFFERSON HEALTH

Autumn Heaster

Senior Enterprise Director, Patient Financial Engagement

WVU HEALTH

Allyson Keller

VP Patient Connection Center

PIEDMONT HEALTHCARE

1:00 | Networking & Coffee Break

1:15 | Front-end, Point-of-Service Collection of Co-Pays, Co-Insurance & Escalating Deductible Payments

- State of collections vs. targets & impact of pandemic
- Changing the internal culture around collections
- Transparency & empathy in communicating collections
- Automation & technology facilitating easy payments

Anetric Lewis

Patient Access Director

MEE MEMORIAL HEALTHCARE SYSTEM

2:00 | Networking & Coffee Break

2:15 | Reducing Errors in Billing Resulting in Delayed or Denied Reimbursement: Analysis & Correction

- Current trends in payer denials across the industry
- Analyzing data & conducting root cause analysis
- Engaging & collaborating across the organization
- Fostering a culture supporting full reimbursement

Clint Anderson

Senior Director, Revenue Cycle Management

RURAL HEALTHCARE GROUP (RHG)

Lyndsey Eaden

Acute Patient Financial Services Director

BANNER HEALTH

Andrea McGruder

Senior Director, Patient Financial Services

FRANCISCAN MISSIONARIES OF OUR LADY HEALTH SYSTEM

Kristen Shoup

Revenue Cycle Director

WOOSTER COMMUNITY HEALTH

3:00 | Closing Remarks & Open Networking

3:30 | Program Conclusion