

LIVE ONLINE
NOVEMBER 12, 2024

PATIENT ACCESS EXCELLENCE: STANDARD PROCESSES, COMPREHENSIVE SCHEDULING, TECHNOLOGY ENABLEMENT

11:30 ET - Event Platform Log-in & Networking

11:55 ET - Opening Remarks & Program Welcome
Kate Jeter, *Founder*, the healthXchange

12:00 - Keynote Panel: Building a Strong Foundation through Access Governance Models

Optimizing the structure of patient access organizations is a continual process that leaders must engage in, building and evolving the model in order to meet patient, organizational, and community needs. While many teams are eager to integrate new technology and solutions to optimize processes, the first step is ensuring a solid foundation, which requires strategic, enterprise-wide decisions and agreement. In this opening keynote panel, hear from leaders that have built strong people, process, and technology foundations, gaining consensus and resources from across their organizations, all while ensuring a level of flexibility to meet changes and future needs.

MODERATOR:

Paul Haney, *Patient Access as a Service Operations*
HUMMINGBIRD HEALTHCARE

PANELISTS:

Shannon Ducat, *Associate Vice President, Patient Access*
PROMEDICA

Sarah Kier, *Senior Vice President, Enterprise Access*
EMORY HEALTHCARE

Lisa Layton, *Manager, Patient Access & Revenue Cycle*
BAMF HEALTH

12:45 ET - Networking Break & Exhibition

1:00 ET - Case Study & Discussion: Effective Use of Automation in Access Centers

- Appropriate selection of work queues to automate
- Ensuring unified standards that support automation
- Opportunities for automation course correction
- Identifying and measuring return on investment

TRINITY CASE STUDY:

Nalin Jain, *Senior Revenue Management Consultant*

DISCUSSION LEADERS:

Rebekah Normandeau, *University Director, Patient Access*
UCONN HEALTH

Morgan Minogue, *Performance Program Leader*
HUMMINGBIRD HEALTHCARE

1:30 ET - Case Study & Discussion: Delivering Comprehensive and Centralized Scheduling - Where it Works

- Ensuring common standards and governance
- Specializing processes where appropriate
- Transforming unstandardized, decentralized models
- Appropriately resourcing access support services

UCHEALTH CASE STUDY:

Trent Joseph, *Director of Operations*
Melissa Stehwien, *Practice Administrator*
Jessica Wilson, *Director, Centralized Access Support*

DISCUSSION LEADERS:

Courtne Garteski Bergler, *Director*
MAYO CLINIC
Hannah Murphy, *Director of Clinical Outreach Services*
PROVIDENCE
Shirley Krause, *Director - Access Care*
NY - UHS
Alyssa Zimmer, *Patient Access Performance Transformation*
HUMMINGBIRD HEALTHCARE

2:15 ET - Networking Break & Exhibition

2:30 ET - Panel: Contact Center Enablement Driving Access & Engagement

As patients increasingly demand a higher-touch, consumer-driven healthcare experience, hospital and health system access center staffing, resources, training, and technology have all been driven to the forefront of importance. Striking the right balance of full-time staff, and ensuring staff are operating to the highest level of licensure requires technology-enabled services including quality assurance, workforce management, remote training, call center as a service (CCaaS), analytics, and more.

- Building the right access center structure
- Appropriate technology selection
- Measures for return on investment

PANELISTS:

Jim Economou, *Vice President, Access Contact Centers*
ENDEAVOR HEALTH
Cecilio Murillo, *System VP, Ambulatory Access*
COMMONSPIRIT HEALTH
Philip Quick, *Vice President, Access Operations*
RUSH UNIVERSITY MEDICAL CENTER

3:15 - Closing Remarks & Informal Post-Event Networking

3:30 - Platform Closes & Event Conclusion