PATIENT ACCESS: FOUNDATION OF THE REVENUE CYCLE

LIVE ONLINE
FEBRUARY 21, 2023

Executives responsible for patient access play a foundational role in the revenue cycle, supporting not only the bottom line through ensuring accurate remittance from patients and payers, but also fostering patient satisfaction through efficient and accurate communication related to eligibility, estimates, and patient financial responsibilities. The role of patient access has catapulted in importance as revenue cycle and hospital leadership look to reduce denials and improve reimbursement, but is also facing additional administrative burdens to meet payer authorization requirements, complying with the No Surprises Act, and at the same time addressing staffing shortages across the function.

The healthXchange Patient Access: Foundation of the Revenue Cycle online program provides patient access executives and teams with an opportunity for open collaboration and dialogue with industry peers, with a focus on practical solutions and strategies being implemented to navigate the evolving environment in patient access; creating efficiency in workflows, maximizing resources, and ultimately improving revenue cycle performance.

9:45 Event Platform Log-in & Networking

10:00 Opening Remarks & Program Welcome
Kate Jeter, *Founder,* the healthXchange

10:15 Comprehensive Registration & Eligibility Verification
- Optimizing workflows to increase registration accuracy
- Ensuring a full picture of patients' eligibility is secured
- Scripting & conveying patient co-pays & responsibilities
- Remediating registration errors leading to denials

Bri Cope, *Manager, Financial Clearance*
UNIVERSITY OF MISSOURI HEALTH CARE

John Hauck, *Director of Patient Access & Revenue Cycle*
BRIGHAM AND WOMEN'S FAULKNER HOSPITAL

Katina Robinson, *Revenue Cycle Manager*
TEXAS ONCOLOGY

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

11:00 Networking & Coffee Break

11:15 Securing Prior-Authorization for Care
- Stronger front-end documentation to reduce denials
- Scheduling & facilitating timely Peer-to-Peer reviews
- Prior authorization with unlisted codes being utilized
- Securing authorization for new therapies and procedures

Angie Barnett, *Patient Access Education Manager*
MON HEALTH

Billie Sue Durden, *Director of Patient Access*
HCA MEMORIAL HEALTH MEADOWS HOSPITAL

12:00 Networking & Coffee Break

*ALL TIMES LISTED IN CENTRAL STANDARD

12:15 Patient Estimates & the No Surprises Act
- Tracking & benchmarking accuracy of estimates
- Effective methods of conveying estimates to patients
- Interpretation & implementation of No Surprises Act

Alexis Boaz, *Healthcare Attorney*
EPSTEIN BECKER GREEN

Sarah Ginnetti, *Associate Vice President, Revenue Cycle*
UCONN HEALTH

Jacqueline Nelms, *Administrator, Financial Clearance*
LEHIGH VALLEY HEALTH NETWORK

1:00 Networking & Coffee Break

1:15 Opportunities in Financial Education & Counseling
- Scope of financial education & counseling being provided
- Successful education & community outreach initiatives
- Translating medical bills & counseling patients on bills

Jennifer Dyrseth, *Manager, Patient Financial Services*
OLYMPIC MEDICAL CENTER

Christopher Ritscher, *Manager, Patient Access - Clearance*
OSF HEALTHCARE

2:00 Networking & Coffee Break

2:15 Onboarding, Training & Retaining Revenue Cycle Staff
- Best practices in onboarding & initial training
- Training tools paying dividends in the revenue cycle
- Career progression in & out of revenue cycle roles

Scott Dunford, *Training Program Manager, Revenue Cycle*
PIEDMONT HEALTHCARE

Todd Frady, Director, *Patient Access Talent Management*
JOHNS HOPKINS MEDICINE

Michael Neofytides, *Assistant VP Revenue Cycle Learning & Development*
NYC HEALTH + HOSPITALS

3:00 Closing Remarks & Program Conclusion