REVENUE CYCLE MANAGEMENT: AI, AUTOMATION, & ANALYTICS

**LIVE ONLINE
MAY 21, 2024**

Hospitals and Health Systems across the country are steadily integrating new automation and data analytics solutions into revenue cycles, creating greater efficiency in workflows and allocation of human capital, as well as generating deeper insights into revenue cycle performance; uncovering opportunities for improvement in areas including more accurate charge capture, billing, and reimbursement, in addition to reduced denials. While these solutions, whether home-grown or off-the-shelf or fully-customizable can produce cost and time savings, challenges abound in aligning solutions with organizational priorities, selecting vendors that are best suited to meet the needs and budget, in addition to hurdles in installation, training, and utilization. Revenue cycle executives must also adopt leadership styles that embrace change management and continuous improvement, and maintain a close eye on monitoring performance and return on investment.

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

11:00 ET | Opening Remarks & Program Welcome
Kate Jeter, *Founder,* the healthXchange

11:15 ET | Technology Transformation: Strategic Roadmaps, Alignment and Leadership
- Ensuring technology aligns with organizational priorities
- Balancing technology and human capital investments
- Leadership development and change management

Christine Aucreman, *Vice President, Enterprise Performance Management*
TRINITY HEALTH

Arjun Bhatia, *Assistant Vice President, Revenue Cycle*
WELLSTAR HEALTH SYSTEM

Kenneth Hogue, CRCR, CPPM, *Chief Revenue Cycle Officer*
NY - UHS

Ben Reigle, *CEO & Founder*
TARPON HEALTH & THE RCM LEADERS FORUM

James Robinson, *Information & Analytics Services Assistant VP*
ATRIUM HEALTH

Jared Staal, MS, *Senior Director, Advanced Analytics & Artificial Intelligence*
MAYO CLINIC

12:00 ET | Networking & Coffee Break

12:15 ET | Conducting Needs Analysis & Technology Selection Criteria in the Revenue Cycle
- Identifying highest impact areas for tech investment
- Scalability, flexibility, customization, and interoperability
- Defining resources required for implementation & roll-out
- Vetting vendor partnerships, negotiation & contracting
- Cross-functional collaboration: IT, RCM, Leadership

Kenneth Hogue, CRCR, CPPM, *Chief Revenue Cycle Officer*
NY - UHS

Harrison Woodard, MBA, MSIT, PMP, CSSGB, TOGAF, ITIL
Director, IT Program Management, Strategy, & Planning
PT SOLUTIONS PHYSICAL THERAPY

1:00 ET | Networking & Coffee Break

1:15 ET | Optimizing Implementation, Integration and Utilization of Revenue Cycle Technology
- Managing organizational change and adoption
- Aligning and allocating staff and financial resources
- Management of vendor partners and relationships
- Training staff for successful roll-out and effective use
- Focusing on timelines, resources, and deliverables

Courtney Hawkins
Revenue Cycle Manager
HCA HEALTHCARE

Heather Kesner, MS, CPC
Director, IT Applications
SOLUTIONHEALTH

Michael Marchant
Director, Interoperability & Innovation
UC DAVIS HEALTH

Kris Seymour, MBA, CRCR, CHFP, CSBI
Director, Revenue Cycle Transformation, Project Management Operations
WELLSTAR HEALTH SYSTEM

2:00   Networking & Coffee Break

2:15 ET | Identifying, Measuring, and Conveying KPIs and ROI of Revenue Cycle Optimization Initiatives
- Use of pilot programs in testing and forecasting impact
- Defining clear and measurable performance metrics
- Communicating complex data to non-tech stakeholders
- Lessons learned: When to discontinue projects

Sou Chon Young
Manager, Revenue Cycle Performance Management
TRINITY HEALTH

Alan Saint, MHA, PMP, CPHQ, LSSBB
Director of Process Improvement
PROVIDENCE

3:00 ET | Closing Remarks & Program Conclusion