CAHAM

California Association of Healthcare Admissions Management

48th Annual Educational Conference & Exhibition

August 28 – August 31, 2016

La Jolla California – The Lodge at Torrey Pines

Driving the Patient Access Experience

You're Invited

To attend CAHAM's 48th Annual Educational Conference & Exhibition

August 28 - August 31, 2016

For 48 years CAHAM has provided support and superior resources to the healthcare admissions industry, preceding all other state and national groups.

Now more than ever before, CAHAM is proud to serve as your premier professional association and your best link to the vital information available to professionals in the healthcare industry.

From scheduling and pre-registration to collections and denials management, CAHAM brings you the most intensive educational line-up provided to date and is pleased to have one of the finest conference locations available.

HOW TO REGISTER

The conference registration form is included in this program and may be copied for multiple attendees. Complete a form for each attendee and mail to the address listed with payment or register online at www.caham.org. Click on the link for Conference and follow the prompts. You have the option of paying with credit card or printing an invoice and submitting it by mail with a check. The conference registration fee includes entrance to all general sessions, workshops, the Welcome Reception, several meals, admittance to the Exhibit Hall, and all handout materials.

Assist your CAHAM Board in conference planning and save money by registering ASAP! Food and conference accommodations must be confirmed a minimum of 30 days in advance. Help us to accommodate all attendees efficiently by registering timely.

REGISTRATION FEES & DEADLINES

Registration Fee by July 1, 2016

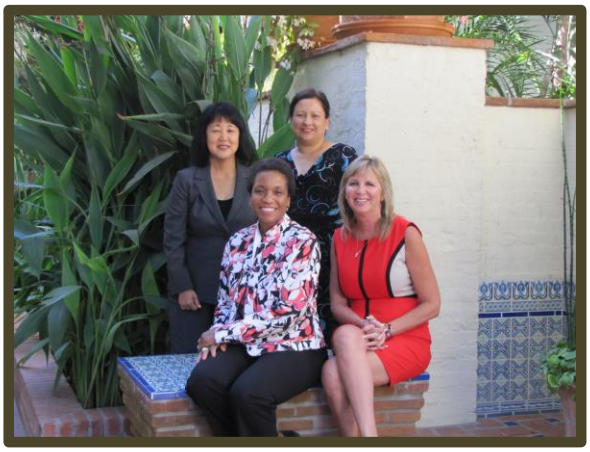
2016 CAHAM Member	$699
Non-Member	$899

Registration Fee after July 1, 2016

2016 CAHAM Member	$749
Non-Member	$949

Driving the Patient Access Experience

What is CAHAM?



CAHAM is an educational organization, committed and dedicated to the professional growth and development of its members, and providing quality educational programs.

CAHAM is an affiliate of the California Healthcare Association (CHA), the National Association of Healthcare Access Management (NAHAM), and the Hospital Council of Southern California.

CAHAM's mission is to promote professionalism in the field of Healthcare Admissions and Registration Management, to offer education in this field, to provide an informational network system, and to be a peer support organization.

CAHAM was founded in 1967 and is proud to celebrate another year in operation with its 48th Annual Educational Conference. Through the years our industry has gone through constant changes, and CAHAM has met that challenge by growing and updating its operation on a regular basis.

CAHAM is dedicated to bringing its members the latest in information and technology. Membership is open to all who are interested in keeping up with today's rapidly changing healthcare services. Many benefits are available for members. Visit www.caham.org to register or complete the enclosed membership form to join today, and submit with $175 to the address below:

CAHAM
2143 Hawthorne Blvd, #133
Torrance, CA 90503

WHO SHOULD ATTEND?

Any healthcare professional working in Admissions/Registration or Patient Accounting is sure to find this conference invaluable. Admissions and Registration Managers, Supervisors, Team Leaders, Admissions and Utilization Review Nurse Managers, Physician Office Managers, Marketing Managers, Business Office Managers, Financial Counselors, and Chief Financial Officers would all benefit from attendance.

The Lodge at Torrey Pines

Reflecting the California Craftsman style, The Lodge at Torrey Pines is a highly distinguished AAA Five Diamond luxury resort gaining the award and recognition from numerous travel, dining, and spa associations since its opening in 2002. Nested upon the dramatic coastline of Southern California with a stunning backdrop of rugged cliffs, the rolling Pacific, and soul-stirring sunsets, it is located in La Jolla, one of the most sophisticated resort towns on the Southern California coast. It is a short 20 minute drive from downtown San Diego. The Lodge is adjacent to the famed Torrey Pines Golf Course and Torrey Pines State Reserve, a beloved California State Park with over 8 miles of trails. CAHAM Conference guests receive priority tee times at the golf course, host of the epic 2008 U.S. Open and future host of the 2021 U.S. Open.

Reservations are not available online, please call toll free (800) 565-0087 before 5 pm on July 20, 2016.

Conference Agenda

SUNDAY, AUGUST 28, 2016

1:00 pm – 5:00 pm.....Registration

3:30 pm – 4:30 pm.....New Attendee Orientation

5:00 pm – 7:00 pm.....Welcome Reception w/Exhibitors

MONDAY, AUGUST 29, 2016

7:30 am – 9:00 am.....Breakfast with Exhibitors

9:15 am – 9:30 am.....Conference Opening

9:30 am – 11:00 am.....Opening Keynote Speaker

11:00 am – 12:00 pm.....Last Chance with Exhibitors

12:00 pm – 1:30 pm.....Lunch with Exhibitors

1:30 pm – 2:00 pm .....Group Photo

2:00 pm – 3:15 pm.....Workshops (choose 1 of 3)

3:15 pm – 3:30 pm.....Break

3:30 pm – 4:45 pm.....Workshops (choose 1 of 3)

TUESDAY, AUGUST 30, 2016

8:00 am – 9:00 am.....Member Networking Breakfast

9:00 am – 10:15 am.....Workshops (choose 1 of 3)

10:15 am – 10:30 am.....Break

10:30 am – 11:45 pm.....Workshops (choose 1 of 3)

12:00 pm – 1:30 pm.....Carl Satterfield Award Luncheon

1:45 pm – 3:15 pm..... NAHAM Patient Access Keys

3:15 pm – 3:30 pm.....Break

3:30 pm – 5:00 pm..... Patient Access Hot Topics

WEDNESDAY, AUGUST 31, 2016

8:00 am – 9:30 am.....Member Appreciation Breakfast

9:30 am – 10:30 am.....CAHAM Business Meeting and Reveal

10:30 am – 12:00pm.....Patient Access Jeopardy and System Roundtables

Sunday, August 28th

REGISTRATION

1:00 pm to 5:00 pm

NEW ATTENDEE ORIENTATION

3:30 pm to 4:30 pm

If this is your first time to a CAHAM conference, you will want to attend this orientation. You will meet the CAHAM President, Mistie Cruz, who will provide an overview of the conference. It's a brief welcome, but a valuable one.

WELCOME RECEPTION & VENDOR EXHIBITION

5:00 pm to 7:00 pm

The welcome reception kicks off the start of the CAHAM conference. Here you will be able to meet our vendors and learn about their products, interact with other attendees at the conference and enjoy some wonderful small bites and drinks. When you check in at the CAHAM registration desk, you will be provided with a VENDOR CARD, listing all of the vendors at the conference who are exhibiting at the Welcome Reception. You will need to get your card signed by each vendor in order to be eligible for the raffle during the Vendor Appreciation Luncheon on Monday. You do not want to miss the Welcome Reception!

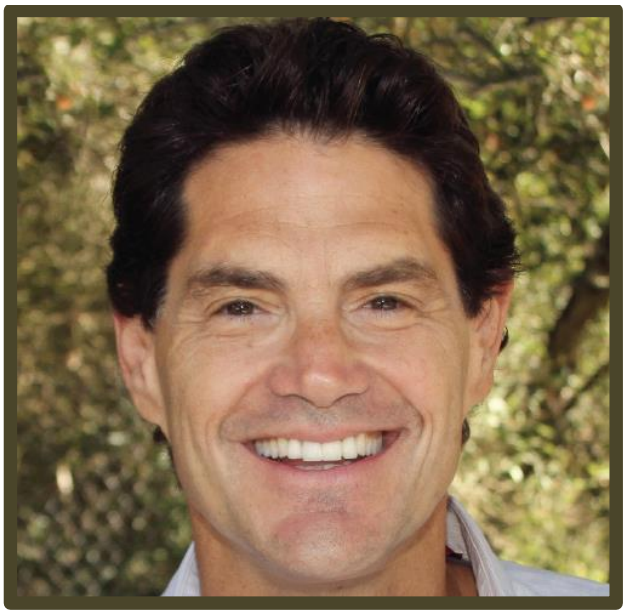
Monday, August 29th

BREAKFAST WITH EXHIBITORS
7:30 am to 9:00 am

CONFERENCE OPENING
9:15 am to 9:30 am

KEYNOTE SPEAKER
9:30 am to 11:00 am

Extraordinary Customer Service
Speaker: Jerry Bridge



Jerry Bridge is a professional speaker, humorist, and workshop leader. Jerry is well known for turning complex topics into fun, engaging thought-provoking programs. Jerry is a gifted speaker, who is well known for his ability to help people reduce stress, build teamwork, and improve performance. Jerry's passion is to lead inspiring, motivating programs that empower people, while having lots of fun in the process. Learn how to transform conflict into cooperation; effectively deal with demanding customer communication breakdowns, stress, and other service problems; break through the limits of everyday, common communication; identify and remove the barriers to delivering exciting, extraordinary service.

LAST CHANCE WITH EXHIBITORS
11:00 am to 12:00 pm

LUNCH WITH EXHIBITORS & GROUP PICTURE
12:00 pm to 1:45 pm

WORKSHOPS
2:00 pm to 3:15 pm (choose 1 of 3)

Mo1 – Transparency
Speaker: Stephanie Benintendi, Centura Health

How is your hospital meeting the pricing transparency requirements? Stephanie will discuss Centura Health's pricing transparency program, training, and implementation.

Mo2 – Training, Communication Flows for Hospital and Clinic Staff
Speaker: Terri Fox and Belinda Talley, UC Irvine

With hospital Patient Access staff and clinic front desk staff doing the same, but different work, and reporting to different entities, how do you train, communicate, and measure the results for both parties? UC Irvine Medical Center will discuss their training and quality assurance program designed to ensure standardization between hospital and clinic staff.

Mo3 – Patient Access Operations – Going the Extra Mile!
Speaker: John Worley, RHIA, CHAM, FHAM
Optum360, Vice-President, Patient Access Revenue Cycle Operations

This presentation focuses upon high performing organizations and their ability to positively use the changing economy to their competitive advantage. Looking at multiple "performance levers" such as Revenue Leakage, Financial Acceleration programs, and Customer Acquisition and Retention programs, we will "Go the Extra Mile" and achieve customer service excellence! The battle for customers will have winners and losers. However, those that act aggressively to develop and implement fact-based, customer-centric strategies—focused on providing differentiated experiences that build trust—will outmaneuver those who focus on merely surviving.

BREAK
3:15 pm to 3:30 pm

WORKSHOPS
3:30 pm to 4:45 pm (choose 1 of 3)

Tuesday, August 30th

MEMBER NETWORKING BREAKFAST

8:00 am to 9:00 am

WORKSHOPS

9:00 am to 10:15 am (choose 1 of 3)

To1 – From Education to Implementation Redesigning the Patient Experience

Speaker: Suzanne Lestina,
Vice President
Revenue Cycle Innovation, Avadyne Health

The patient experience is increasingly driving allocation of healthcare dollars, and the financial aspect of the Patient Experience (PFX) has been insufficiently considered and addressed by the marketplace. PFX is defined as your patients' perception of all financial touch points within your organization. Unfortunately, while health systems excel at providing excellent clinical integration, many organizations struggle with patient financial communication integration.

During this session we will explore the reasons why organizations struggle to create a fully integrated patient financial communication process. This interactive session will explore the potential barriers to developing an integrated patient engagement program and identify ways to overcome these barriers. Attendees will discuss the following four key components: culture, technology, resources, and integration.

To2 – Bookends of the Patient Experience: Mayo Clinic's Improvement Strategies from Admission to Discharge

Speaker: Yvonne Chase, MBA, CHAM, FHAM, Mayo Clinic

In this presentation, Mayo Clinic will share strategies to improve patient experience across the continuum of care – from pre-service, to time of service to post-service activities. The session will share revenue cycle tools and processes used to streamline patient access, coordinate patient care, and conduct patient follow-up post discharge – all while monitoring patient interactions to ensure clear and accurate communication from the first point of contact to the last. Attendees will walk away with proven methods to impact patient experience at their organizations.

To3 – Metrics, Communication, Influence, and Accountability: How actionable data can drive results in patient access

Speaker: Julie Kay, Vice President, Cerner Ambulatory Revenue Cycle

Leveraging data to gain greater visibility into business processes, identifying opportunities and influencing behavior are all instrumental in improving overall metrics throughout the revenue cycle. This presentation will demonstrate how gaining intelligence from patient account resolution processes can effect change in patient access that impact key financial metrics. Discover best practice steps for collecting actionable data in the billing, denials management, and self-pay collections process, effectively communicate to drive change and produce results in patient access. Finally, unlock the key to success through adopting education strategies and developing cross-functional teams that drive continuous improvement.

BREAK 10:15 am to 10:30 am

WORKSHOPS REPEAT

10:30 am to 11:45 am (choose 1 of 3)

CARL SATTERFIELD AWARD LUNCHEON

12:00 pm to 1:30 pm

Each year CAHAM recognizes one deserving individual with the Carl Satterfield Award. This prestigious award is named in honor of the co-founder of CAHAM, who helped pave the road for the careers and opportunities we all enjoy today. Refer to www.caham.org for more information and to access the nomination form.

2015 Carl Satterfield Award Winner
Kim Rice – Shasta Regional Medical Center
& CAHAM Board of Directors

Tuesday, August 30th

WORKSHOP

1:45 pm to 3:15 pm

To4 – NAHAM Patient Access Keys

Speaker:
Paul Shorrosh, Founder & CEO
AccuReg Front-End Revenue Capture Specialists

The NAHAM Patient Access Keys were created from the minds of a dedicated group of NAHAM member peers. Unprecedented in the field of Patient Access, this new tool will fill a gap in the front-end of the revenue cycle, helping define the complex and ever-changing registration processes which is often times little understood by revenue cycle managers. Furthermore, this new offering will reshape your understanding of how your facility's Patient Access department's performance compares to other similar healthcare organizations across the United States.

Never before have Patient Access managers been able to use standardized simple equations to measure, for example, Point of Service Collections to Revenue, and then compare that score against industry benchmarks, thus measuring outcomes, not merely activities.

BREAK

3:15 pm to 3:30 pm

WORKSHOP

3:30 pm to 5:00 pm

To5 – PATIENT ACCESS HOT TOPICS

Sexual Orientation - Gender Identification

Speaker: Tippi Quiggle, Arrowhead Regional Medical Center, Amanda Hawkins, Arrowhead Regional Medical Center, and Michelle Way, OCG

This session will provide an overview of recent legislation regarding gender identification and how hospitals are meeting the needs of this population.

eTAR Preparation

Speaker: Becky Glaab, UC Irvine

In this session, learn how to transition from a paper process to an electronic TAR process and how to be compliant while minimizing the risk of denials. Becky will share lessons learned and pain points of a centralized eTAR process.

Strategic Planning for Patient Access Management

Speaker: Edward Din, Kern Medical Center

This session will provide Patient Access leaders with a tool to assess their department's current state and desired future vision. This session will outline how to develop a strategic plan for your department that supports organizational goals and focuses on:

- Key performance measures and industry best practices
- Environmental trends and impacts
- Customer needs and expectations
- Identification of your the most significant SWOTs
- Critical success factors/prioritization in support of organizational goals

Wednesday, August 31st

MEMBER APPRECIATION BREAKFAST

8:00 am to 9:30 am

CAHAM BUSINESS MEETING

9:30 am to 10:30 am

Wo1 - PATIENT ACCESS JEOPARDY AND SYSTEM ROUNDTABLES

10:30 am to 12:00 pm

Patient Access Jeopardy

Terry Closson, BS, CHAM, CRCR
Director, Patient Access, City of Hope

Rose Cobery, CRCR
Manager, Patient Access, City of Hope

How much does your staff know? This sessions will provide a fun way to create teamwork and educate staff at the same time. Prizes will be given to the winner.

System Roundtables

Not everyone is on Epic! Share your frustrations and accomplishments with other Patient Access professionals on your documentation system. We will break up into groups by system, such as Epic, Cerner, Invision, Meditech, etc. and share tips, lessons learned, and most importantly, peer contacts for future questions.

Conference Details

ATTIRE

Casual attire is acceptable in all educational sessions throughout the conference. Your name badge must be worn for admittance to all organized sessions and meals. We suggest you bring a sweater to wear in sessions, should the temperature become uncomfortable.

CONFERENCE TIPS

- Be sure to bring a large supply of business cards to use for networking.
- Bring an address book for new contacts and a camera for memories.
- Book your room early…there is a limited number of reduced-rate rooms available!
- Request a vegetarian meal on the registration form, if you would like one.
- Don't forget to pack your bathing suit! The resort has a beautiful pool and relaxing spa areas.
- If you like to walk, bring your walking shoes and join our morning walkers.
- Bring your family member or friend and take this opportunity to enjoy some time away. You can LEARN by day and PLAY by night.

CONFERENCE ASSISTANCE

The CAHAM Board of Directors will be available throughout the conference to assist with questions and concerns. CAHAM will maintain an equipped office at The Lodge. There will be a message board located at the Conference Registration Desk for networking and those who may receive important calls.

CONTACT HOURS CERTIFICATION

Attendees will be awarded contact hours certification for attendance in workshop sessions. Sign-ups for contact hour certificates will be taken at Conference check-in.

THE EXHIBIT HALL

CAHAM is very pleased to have such an outstanding group of exhibitors. For a great hands-on demo, be sure to visit each booth in the Exhibit Hall. Those of you who have attended conferences before will find many new faces this year. The exhibits will be open during the Welcome Reception, which will be held on Sunday, 5:00 pm - 7:00 pm. The exhibits will also be open on Monday, 7:30 am - 9:00 am, and again 11:00 am - 12:00 pm. Ensure each exhibitor signs your exhibitor card to qualify for raffle prizes at Monday's luncheon.

DOOR PRIZES

Many nice gifts will be given away throughout the conference, courtesy of our exhibitors and CAHAM. Be sure to visit all the booths and have your exhibitor signature card completed to be eligible to win fabulous raffle prizes.

Winners are drawn from completed cards and you must be present to win any raffle prizes.

HOTEL ACCOMMODATIONS

Hotel accommodation costs are not included in the conference registration fee. CAHAM has arranged for a special conference rate of $225 per night, plus tax and fees. Nightly self -parking and resort fees have been waived.

A limited block of rooms at the special rate is available on a first come, first served basis and must be booked via telephone prior to July 20, 2016. Contact The Lodge at Torrey Pines directly for reservations, and don't forget to let them know that you are attending the conference. You are strongly encouraged to make room reservations ASAP to ensure availability.

The Lodge at Torrey Pines
11480 North Torrey Pines Road
La Jolla California 92037
Toll Free (800) 565-0087 (online reservations not available – must call)
http://www.lodgetorreypines.com/
Deadline: July 20, 2016 at 5 pm

AIRPORT TRANSPORTATION

San Diego International Airport (SAN) is located approximately 16 miles from the resort and is serviced by most major carriers

GROUND TRANSPORTATION OPTIONS

Airport Shuttle, Taxi, Uber, & Lyft

Join Us Today

Since 1967, CAHAM has offered membership in an exciting, networking organization designated to keep you on top as a supervisor or manager in your chosen profession.

Membership is open to anyone who is interested in keeping up with today's rapidly changing healthcare industry.

Many benefits are available and our invitation for you to become a member awaits your acceptance.

- Membership reference directory
- FREE regional networking workshops
- Regional educational seminars year-round
- Annual educational conference
- Opportunity for networking
- Access to members only section on website

The California Association of Healthcare Admissions Management (CAHAM) is officially recognized by the California Board of Registered Nurses, the National Association of Healthcare Access Management, California Healthcare Association, and the Hospital Council of Southern California.

BECOME PART OF A DYNAMIC AND PROFESSIONAL ORGANIZATION

Join us if you are an Admitting, Registration, Patient Accounting, Business or Physician Office, or Utilization Review professional.

CAHAM is the organization for you!

Take these all-important steps:

- Join an organization developed to foster growth in your profession.
- Attend lectures, seminars, and workshops to learn the latest requirements of government and insurance companies.
- Share success stories with others.
- Take pride in doing a professional job and have fun doing it.
- Benefit from sharing and do so with enthusiasm.
- Make new friendships that will last for years.

Membership Application

Annual Membership Dues $175

Name_____ ❑ CHAM ❑ CHAA ❑ CRCR ❑ RN

Title_____

Employer _____

Address_____

City_____State_____Zip_____

Phone # (Work) _____ Fax # (Work) _____

E-Mail Address_____

Home Address_____

City_____State_____Zip_____

Annual Membership Dues: ❑ New Member ❑ Renewal ❑ Replacement *(Annual Dues are based on the calendar year, and due each January)*

Payment by: ❑MasterCard ❑Visa Credit Card #_____ Exp. Date_____CID_____

Credit Card Billing Statement Address_____

Name of Card Holder_____ Signature of Card Holder_____

21143 Hawthorne Blvd, #133, Torrance, CA 90503 • (530) 225-6360, Fax (530) 242-5428,
Email: cahamca@yahoo.com
Website: www.caham.org

California Association of Healthcare Admissions Management
2016 Annual Educational Conference & Exhibition Registration Form

(Please Print)

Name_____ ❑ CHAM ❑ CHAA ❑ CRCR ❑ RN
Title_____
Employer_____ E-mail_____
Business Address_____ City/State_____ Zip_____
Phone # _____ ❑ Mobile ❑ Office Fax # _____
Mail Confirmation to: ❑ Business ❑ Home
Home Address: _____City/State_____ Zip_____
_____

CONFERENCE SELECTIONS

Please complete the following: ____This is my first conference ____I request a vegetarian plate

SUNDAY, AUGUST 28th
3:30 – 4:30 ___I plan to attend the New Attendee Orientation
5:00 – 7:00 ___I plan to attend the Welcome Reception

MONDAY, AUGUST 29th
7:30 – 9:00 ___Breakfast with the Exhibitors
9:15 – 11:00 ___Welcome and Keynote Speaker
12:00 – 1:30 ___Lunch with Exhibitors
1:30 – 2:00 ___Group Photo
2:00 – 3:15 Workshops (Choose One)
___Mo1 – Transparency
___Mo2 – Training, Communication Flows
___Mo3 – Patient Access – Going the Extra Mile!
3:30 - 4:45 Workshops (Choose one)
___Mo1 – Transparency
___Mo2 – Training, Communication Flows
___Mo3 – Patient Access – Going the Extra Mile!

TUESDAY, AUGUST 30th
8:00 – 9:00 ___Networking Breakfast
9:00 – 10:15 Workshops (Choose One)
___To1 – From Education to Implementation
___To2 – Bookends of the Patient Experience
___To3 – Communication and Accountability
10:30 – 11:45 Workshops (Choose One)
___To1 – From Education to Implementation
___To2 – Bookends of the Patient Experience
___To3 – Communication and Accountability
12:00 – 1:30 ___ Carl Satterfield Luncheon
1:45 – 3:15 ___ To4 – NAHAM Patient Access Keys
3:30 – 5:00 ___ To5 – Hot Topics
- Gender Identification
- eTAR Preparation
- Strategic Planning - Patient Access Management

WEDNESDAY, AUGUST 31st
8:00 - 9:30 ___ Member Appreciation Breakfast
9:30 – 10:30 ___I plan to attend the CAHAM Business Meeting
10:30 - 12:00 ___Patient Access Jeopardy and Systems Round Table

REGISTRATION & PAYMENT OPTIONS *(Choose one)*

❑ Register by mail, pay by check payable to:
CAHAM, 21143 Hawthorne Blvd, #133, Torrance, CA 90503

❑ Register by fax, pay by check payable to:
CAHAM, 21143 Hawthorne Blvd, #133, Torrance, CA 90503

❑ Register online, pay by check.
Visit www.caham.org, register, and mail check payable to:
CAHAM, 21143 Hawthorne Blvd, #133, Torrance, CA 90503

❑ **Check mailed on**: _____(date)

❑ Register by mail, pay by **Visa** or **MasterCard**
Complete credit card section below and mail to:
CAHAM, 21143 Hawthorne Blvd, #133, Torrance, CA 90503

❑ Register via fax, pay by **Visa** or **MasterCard**
Complete credit card section below and fax to (530) 242-5428

❑ Register and pay by Visa or MasterCard online at:
www.caham.org

CANCELLATION POLICY

If registration is cancelled prior to the start of the conference

- Less than 45 calendar days, 50% of the payment received will be forfeited
- Less than 30 calendar days, all payment will be forfeited

REGISTRATION FEE BY JULY 1, 2016

❑ 2016 CAHAM Member	$699.00
❑ Non-Member	$899.00

REGISTRATION FEE AFTER JULY 1, 2016

❑ 2016 CAHAM Member	$749.00
❑ Non-Member	$949.00

_____
Total Registration Fee $_____

CREDIT CARD SECTION Payment by: ☐MasterCard ☐Visa

Credit Card #:_____ Exp. Date: _____ CID: _____
Credit Card Billing Statement Address: _____
Name of Cardholder: _____
Signature of Cardholder: _____

QUESTIONS?

Please call Mistie Cruz at (530) 225-6360 or (530) 209-3811 email: Mistie.Cruz@DignityHealth.org