49th Annual Educational Conference & Exhibition
August 27 – August 30, 2017
Rancho Palos Verdes, California

Pursing the Perfect Patient Experience
You’re Invited

To attend CAHAM’s 49th Annual Educational Conference & Exhibition
August 27 - August 30, 2017

For 49 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.

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.

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.

REGISTRATION FEES & DEADLINES

<table>
<thead>
<tr>
<th>Fee Details</th>
<th>2017 CAHAM Member</th>
<th>Non-Member</th>
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</thead>
<tbody>
<tr>
<td>Registration Fee by July 31, 2017</td>
<td>$699</td>
<td>$899</td>
</tr>
<tr>
<td>Registration Fee after July 31, 2017</td>
<td>$749</td>
<td>$949</td>
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Pursuing the Perfect Patient 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 49th 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
21143 Hawthorne Blvd, #133
Torrance, CA 90503

WHO SHOULD ATTEND?

Any healthcare professional working in Admissions/Registration or Patient Access is sure to find this conference invaluable. Admissions and Registration Managers, Supervisors, Team Leaders, Admissions and Financial Counselors, and Chief Financial Officers would all benefit from attendance.

Terranea Resort

Terranea is a land unto itself. When you step onto the 102-acre private peninsula paradise, it’s like stepping into a whole new world – minutes from the bustle of Los Angeles. On three sides, you’re surrounded by the tranquil waves of the Pacific and across the channel is Catalina Island. The coastal setting of Terranea embraces its Mediterranean heritage and incorporates it into its architecture. From the resort lobby and outdoor gardens to private terraces and inviting courtyards with outdoor fireplaces, the carefully tended southern California family resort continues to evolve naturally over time. The resort offers an award-winning nine-hole par-three golf course, the soothing oceanfront Spa at Terranea, three ocean-view pools and a collection of eight distinctive restaurants, bars, cafes, and lounges.

Reservations are available online at www.terranea.com or by calling toll free (855) 476-3912 before 5 pm on July 28, 2017.
SUNDAY, AUGUST 27, 2017

1:00 pm – 5:00 pm ..........Registration
3:30 pm – 4:30 pm ..........New Attendee Orientation
5:00 pm – 7:00 pm ..........Welcome Reception with Exhibitors

MONDAY, AUGUST 28, 2017

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 – 1:45 pm ..........Group Photo
1:45 pm – 3:00 pm ..........Workshops (choose 1 of 3)
3:00 pm – 3:15 pm ..........Break
3:15 pm – 4:30 pm ..........Workshops (choose 1 of 3)

TUESDAY, AUGUST 29, 2017

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 .......... Payor Panel
3:15 pm – 3:30 pm ..........Break
3:30 pm – 5:00 pm .......... Cultural Sensitivity in Healthcare

WEDNESDAY, AUGUST 30, 2017

8:00 am – 9:30 am ..........Member Appreciation Breakfast
9:30 am – 10:30 am ..........CAHAM Business Meeting and Reveal
10:30 am – 12:00 pm ..........Closing Keynote Speaker
Sunday, August 27

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 28

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

OPENING SPEAKER

Are you Healthy Enough to Serve?
Speaker: Marc Q Jones

Marc Q. Jones, affectionately known as “Coach Q,” is an internationally recognized motivational speaker who has inspired audiences from the court yard to the board room to greater heights.

Formerly a successful basketball coach and on-air segment producer for the Sacramento Kings on UPN and the Golden State Warriors on Fox Sports Net, Coach Q is a professional and self-development speaker who has reached international audiences from court yards to boardrooms, inspiring students, employees and executives to develop their potential for more than 20 years.

Coach Q believes that self-discovery is the first step to self-development and teaches life-tested “championship” strategies and tools for transforming lives and organizations. His ability to connect with his audience, and his informal, down-to-earth presentations which include humor and real-life stories of success over adversity, have made him a popular speaker and a highly effective organizational coach.

Coach Q will share how emotions affect our behavior and interactions with others in the workplace. When individuals are emotionally “unhealthy,” they are not able to fully contribute to the health of the organization. The three-part session will include:

1) Five Things that Make an Organization Unhealthy
2) Tool Kit for Improved Wellness
3) Top Notch Service Inside and Out
LAST CHANCE WITH EXHIBITORS
11:00 am to 12:00 pm

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

WORKSHOPS
1:45 pm to 3:00 pm (choose 1 of 3)

Mo1 – The Mounting Pressure on Your Blended Yield and What You Can Do About It
Speakers: Brad Cross and Greg Snow, Availity
Revenue cycle management is much more than just billing and collections – it’s understanding how to enhance the patient experience, increase yield, provide cost containment and understand what you can do to impact these areas.
The health care industry will experience some of the greatest challenges ever conceived at this time and for years to come. These emerging revenue cycle trends including other various issues, which will make healthcare reimbursement and revenue cycle management more challenging during the foreseeable future.
Even though more and more patients have access to health care coverage, it is becoming more difficult to collect net expected reimbursement in a more cost efficient methodology. Therefore, “yield” is decreasing, while the “cost-to-collect” is increasing. So it is important to understand what providers need to do in order to receive the reimbursement they are owed. We invite you to take a closer look at consumerism in health care and consider seven strategies for transforming your revenue cycle business into just that – a business.

Mo2 – Effectively Navigating the MSP Rules and Regulations
Speaker: Liz Maura, Senior Manager, Business Health Advisory Services
Incorrectly coding and processing Medicare as a Secondary Payer (MSP) can cost hospitals millions of dollars in revenue. With the growing complexity of today’s healthcare environment and the changes to MSP rules, providers need to understand the financial and legal implications of MSP regulations.
After this session, attendees will
- Understand the current MSP requirements
- Understand MSP payments and billing guidelines
- Learn how to avoid an audit

Mo3 – Paving the Way for a Positive Patient Experience through Financial Clearance
Speaker: Becky Peters, Patient Access Systems
Director, Sutter Health Shared Services
A patient’s experience speaks volumes. In a single interaction, a patient can get a first impression of an organization and start to discern what kind of care he or she can expect to receive. A surprise deductible can lead to a negative experience.
In addition to fostering a positive patient experience, a robust approach to patient access can help an organization attract new patients, keep them in the health system, streamline patient flow, reduce denials, and increase revenues.
Becky will share how her organization is transforming patient access to meet patient’s needs while sustaining financial performance.

BREAK
3:00 pm to 3:15 pm

WORKSHOPS
3:15 pm to 4:30 pm (choose 1 of 3)
Tuesday, August 29

MEMBER NETWORKING BREAKFAST
8:00 am to 9:00 am

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

To1 – Training to Train
Speaker: Mercedes Tang, Revenue Cycle Consultant, Training & Development, Otani Consulting Group, Inc.
The patient registration process is critical to initiating a cycle of quality patient care. Errors made at this important service entry point can have a negative impact, creating breakdowns in care and treatment causing claims rework, patient dissatisfaction and payment reduction, delay, or denial.

During this session, we will explore the different training approaches and the best training methods on how adults learn. This course will offer the different learning styles, possible roadblocks some employees face, and how to overcome those roadblocks for a successful training experience.

To2 – The Millennial Mindset and Expectations
Speaker: Dan Stover, Leadership Consultant, Integrated Leadership Systems, LLC
The expectations of millennials versus those of Generation X and Baby Boomers are creating a generational gap in our workforce. Millennials want to engage with businesses for different reasons – many of them a huge departure from the Boomers’ expectation of independence and hierarchies. Come get inside the mind of the millennial and discover how you can keep them engaged. Recruiting millennials is all about the ‘feel good’ aspect of the organization and its mission and values, so we will cover how to convey this in your recruitment strategy.

This session will enable you to understand:
- The psychology of millennials in the workplace
- How to better engage a younger workforce
- Cross generational leadership
- What younger generations need to be successful

To3 – Proving the Financial Value of Patient Access to your Chief Financial Officer
Speaker: Paul Shorrosh, Founder & CEO AccuReg and Jase DuRard, Chief Financial Officer, AccuReg
Patient Access is where healthcare delivery begins. It’s the first point of contact with the patient – and shapes the entire patient experience and quality of care perception. It’s also the beginning of the revenue cycle with the potential of achieving your CFO’s goals: increasing cash flow, decreasing denials and improving the patient experience.

Patient Access teams can make or break the revenue cycle depending on how accurate, efficient and complete the registration process is. Find out how the newest generation of front-end technology combines three components that are critical to success: automated business processes, a single, exception-based workflow and performance management systems.

For Patient Access leaders to demonstrate the value of what they do, they need to be able to correlate front-end KPIs (wait times, issue resolution rates, accuracy rates, POS collected) to back-end metrics (clean claim rate, cost to collect, net days in AR, denials rate, bad debt).

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.

WORKSHOP  
1:45 pm to 3:15 pm

To4 – PAYOR PANEL
Speakers: Representatives from Agilon Health, L.A. Care Health Plan, and other various payors.

Learn from the payor’s perspective what is needed for a clean claim and timely payment. This session will provide participants a forum to ask questions and obtain answers from a panel of industry leaders and experts in the healthcare finance field.

BREAK  
3:15 pm to 3:30 pm

WORKSHOP  
3:30 pm to 5:00 pm

To5 – Transgender and Gender Non-Conforming Patients: Cultural Sensitivity in the Healthcare Industry
Speaker: Amanda Watson, Discharged Not Billed Examiner, Community Regional Medical Center

What is gender identification, sexual orientation, and transgender? Learn an insider’s perspective on how transgender and gender non-confirming people suffer significant healthcare barriers in accessing care. Amanda will share an insider’s perspective and provide some recommendations for hospital organizations when dealing with this sensitive topic.
Wednesday, August 30

MEMBER APPRECIATION BREAKFAST

8:00 am to 9:30 am

CAHAM BUSINESS MEETING

9:30 am to 10:30 am

Wo1 - FOCUSED ON A JOURNEY: Balancing Work and Life with a Special Needs Child

Speaker: Liza Munzner, Executive Client Service Director, MedData

10:30 am to 12:00 pm

Work–life balance is a concept including proper prioritizing between "work" (career and ambition) and "lifestyle" (health, pleasure, leisure, family, and spiritual development). Most employees identify with not only the organization, but also other facets of their life (family, children, religion, etc.). Sometimes these identities align and sometimes they do not. When identities are in conflict, the sense of a healthy work–life balance may be affected. We all struggle with balancing work needs, family needs and personal needs.

Liza Munzner will share how she plays the balancing act while raising generation X children, including a special needs child, and starting a non-profit organization to help other mothers in a similar situation.
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 Terranea. 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 $235 per night, plus tax and fees. Resort fee is waived and there is a special valet parking rate. The CAHAM rate is available 3 days pre and post conference.

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 28, 2017. Contact The Terranea for reservations, and don’t forget to let them know that you are registering under the CAHAM room block conference. **If you are sharing a room with another attendee, please ensure both names are on room block to ensure proper ordering for meals.** You are strongly encouraged to make room reservations ASAP to ensure availability.

Terranea Resort
100 Terranea Way
Rancho Palos Verdes, California 90275
Toll Free (855) 476-3912
http://www.terranea.com/
Deadline: July 28, 2017 at 5 pm

AIRPORT TRANSPORTATION

Los Angeles International Airport (LAX) is located approximately 17 miles from the resort and is serviced by most major carriers.

GROUND TRANSPORTATION OPTIONS

Airport Shuttle, Taxi, Uber, & Lyft.

Join Us Today
BECOME PART OF A DYNAMIC AND PROFESSIONAL ORGANIZATION

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

CAHAM is the organization for you!

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.

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

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________________

Work Phone _________________________________________________ Mobile Phone _______________________________

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
2017 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:

SUNDAY, AUGUST 27th
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 28th
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 – 1:45 ___ Group Photo
1:45 – 3:00 Workshops (Choose One)
___Mo1 – Mounting Pressures
___Mo2 – MSP Rules and Regulations
___Mo3 – Paving the Way for a Positive Patient Experience
3:15- 4:30 Workshops (Choose one)
___Mo1 – Mounting Pressures
___Mo2 – MSP Rules and Regulations
___Mo3 – Paving the Way for a Positive Patient Experience

TUESDAY, AUGUST 29th
8:00 – 9:00 ___ Networking Breakfast
9:00 – 10:15 Workshops (Choose One)
___To1 – Training to Train
___To2 – The Millennial Mindset and Expectations
___To3 – Proving the Financial Value of Patient Access
10:30 – 11:45 Workshops (Choose One)
___To1 – Training to Train
___To2 – The Millennial Mindset and Expectations
___To3 – Proving the Financial Value of Patient Access
12:00 – 1:30 ___ Carl Satterfield Luncheon
1:45 – 3:15 ___ To4 – Payor Panel
3:30 – 5:00 ___ To5 – Cultural Sensitivity in Healthcare

WEDNESDAY, AUGUST 30th
8:00 - 9:30 ___ Member Appreciation Breakfast
9:30 – 10:30 ___ I plan to attend the CAHAM Business Meeting
10:30 – 12:00 ___ Focused on a Journey

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 31, 2017
❏ 2017 CAHAM Member $699.00
❏ Non-Member $899.00

REGISTRATION FEE AFTER JULY 31, 2017
❏ 2017 CAHAM Member $749.00
❏ Non-Member $949.00
Total Registration Fee $______________

QUESTIONS?
Please contact Terry Closson at tkclosson@gmail.com or by cell or text at (626) 200-6236