

CAHAM 50TH CONFERENCE AND EXHIBITION

AUGUST 26 - 29 2018

SAN FRANCISCO, CALIFORNIA



NAVIGATING
HEALTHCARE IN
THE GOLDEN
STATE



UNDER THE
GOLDEN GATE

CAHAM
50th
ANNIVERSARY

INTRODUCTION

You are invited to our 50th Annual Conference and Exhibition

August 26 - 29, 2018

For 50 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 preregistration to collections and denials management, CAHAM brings you the most intensive educational lineup 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

Complete your registration online by **clicking here**. You have the option of paying with a 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, breakfast and lunch, admittance to the Exhibit Hall, and all handout materials.

REGISTRATION FEES AND DEADLINES

Registration fee by July 31, 2018

2018 CAHAM Member	\$699
Non-Member	\$899

Registration fee after July 31, 2018

2018 CAHAM Member	\$749
Non-Member	\$949

WHAT IS CAHAM?

CAHAM is an educational organization that is committed and dedicated to the professional growth and development of its members, and to 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 50th Annual Educational Conference.

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 industry. Many benefits are available for members.



CAHAM BOARD OF DIRECTORS

Lena Watts, Secretary, Terry Closson, President, Lynn Otani, Treasurer
(Left to Right)

Hope to see you at our 50th Annual Conference at the Westin St. Francis in San Francisco, CA



CAHAM 2017 CONFERENCE GROUP PHOTO
TERRANEA RESORT, RANCHO PALOS VERDES

WHO SHOULD ATTEND?

Any healthcare professional is sure to find this conference invaluable. Patient Access and Revenue Directors, Managers, Supervisors, Team Leaders, Financial Counselors, and Chief Financial Officers would all benefit from attendance.

CONFERENCE AGENDA



SUNDAY, AUGUST 26, 2018

- 1:00pm - 5:00pm REGISTRATION
- 3:30pm - 4:30pm NEW ATTENDEE ORIENTATION
- 5:00pm - 7:00pm WELCOME RECEPTION WITH EXHIBITORS

MONDAY, AUGUST 27, 2018

- 7:30am - 9:00am BREAKFAST WITH EXHIBITORS
- 9:15am - 9:30am CONFERENCE OPENING
- 9:30am - 11:00am OPENING KEYNOTE SPEAKER
- 11:00am - 12:00pm LAST CHANCE WITH EXHIBITORS
- 12:00pm - 1:30pm LUNCH WITH EXHIBITORS
- 1:30pm - 1:45pm GROUP PHOTO
- 1:45pm - 3:00pm WORKSHOPS (CHOOSE 1 OF 3)
- 3:00pm - 3:15pm BREAK
- 3:15pm - 4:30pm WORKSHOPS (CHOOSE 1 OF 3)

TUESDAY, AUGUST 28, 2018

- 8:00am - 9:00am MEMBER NETWORKING BREAKFAST
- 9:00am - 10:15am WORKSHOPS (CHOOSE 1 OF 3)
- 10:15am - 10:30am BREAK
- 10:30am - 11:45am WORKSHOPS (CHOOSE 1 OF 3)
- 12:00pm - 1:30pm CARL SATTERFIELD AWARD LUNCHEON
- 1:45pm - 3:00pm WORKSHOPS (CHOOSE 1 OF 3)
- 3:00pm - 3:15pm BREAK
- 3:15pm - 4:30pm WORKSHOPS (CHOOSE 1 OF 3)

WEDNESDAY, AUGUST 29, 2018

- 8:00am - 9:00am MEMBER BREAKFAST AND BUSINESS MEETING
- 9:00am - 10:30am WORKSHOP
- 10:30am - 10:45am BREAK
- 10:45am - 12:00pm CLOSING SPEAKER

KEYNOTE SPEAKER



ANNA DAPELO-GARCIA, ADMINISTRATIVE DIRECTOR,
PATIENT ACCESS AND FINANCIAL CLEARANCE SERVICES
STANFORD HEALTHCARE

TOPIC: LEAN IN

Anna Dapelo-Garcia is a healthcare administrator for Stanford Health Care in Palo Alto. Anna acquired a Masters of Public Administration with a concentration in healthcare services administration from the University of San Francisco and a Bachelor of Arts degree in management from Saint Mary's College. Anna climbed the career ladder in the classic way: a team lead, then a supervisor, then a manager and then a director. She was one of the first in her family to get a college degree, while working full-time. In 2012 Anna received the Future Financial Leaders' Award from the National Healthcare Financial Management Association organization and in 2013 she was named as a Silicon Valley Business Journal Woman of Influence and was named as the 2017 Woman of the Year by the Women's Health Care Executives. She is also a State Commissioner with the California State Senate for Cost Control in State Government and a board member for the University of San Francisco Master of Public Administration program. In 2015, she became the Founder of Lean In Latinas and was appointed as a Regional Program Leader by LeanIn.Org. Named after Sandberg's best-selling book, the Lean In organization's mission is "to empower women to achieve their ambitions." Lean In does this in three ways: through "Circles," (small groups that meet virtually or in person), public awareness, and education. Anna was recently featured in The New York Times for her role in creating Lean In Latinas. During this session she will discuss the current state of women, the importance of men committing to mentor women and will share the facts about equal pay.

DAY 1 WORKSHOPS

MONDAY, AUGUST 27, 2018

Mo1



Speaker: Becky Peters
Sutter Health

Improving Staff Engagement and Morale Through Employee-Led Innovation

This presentation will share the journey and stories of Sutter Patient Access department, as we deliberately transition from a siloed culture, with minimal career paths to a fully integrated and collaborative department that put our patients and staff at the center. We will share how to apply engagement strategies, organizational structure changes, training, and leadership development to build a team of highly-engaged team members.

Mo2



Speaker: Rogel Reyes
John Muir Health System

Patient Access: Effective Quality Review Techniques

Cultivating and maintaining an effective quality review process can be a challenge to any team. John Muir Health Patient Access Services found that effective development, implementation and optimization of processes were essential to standardize and improve the quality of work as well as create open communication channels between employees and the leadership teams. While striving for continuous improvement of the process, a randomizer and dashboards were created through collaborative efforts with IT resources to streamline the review process, which resulted in cost savings and elimination of waste. Rogel adds insight on the fundamentals of enhanced quality review techniques which led to reduced denials as well as increased employee and patient satisfaction.

Mo3



Speaker: Cindy Routt-Vargas
Foothill Presbyterian Hospital

ED and Registration Flow Improvement Using Lean Six Sigma

Applying Lean and Lean Six Sigma to healthcare allows you to fix the process where the work is actually done, by the people who do the work. There is a natural tendency to blame the people involved when something goes wrong. How often do we hear managers say they wish their people would feel more ownership for their processes? But how many people want to own a broken process, where they are blamed for poor results? We are not respecting the individual if we are asking them to operate broken processes. The role of managers is to provide the resources and support that help people to understand and improve their own processes. Focuses on process truly challenges us to think and work in a different way. In order to be successful, we have to create great processes that set our colleagues up to succeed.

CARL SATTERFIELD AWARD

2017 AWARD RECIPIENT **LORI BRYANT**

DIRECTOR OF ADMISSIONS and
REGISTRATION
CITRUS VALLEY HEALTH PARTNERS

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 our [website](#) for more information and to access to the [nomination form](#).



DAY 2 WORKSHOPS

TUESDAY, AUGUST 28, 2018

To1

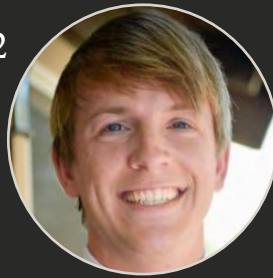


JASON WILLIAMS
CHANGE HEALTHCARE

The Consumer Influence in Healthcare: Patient Access Analytics Strategies to Drive Revenue Integrity

The rise of consumerism that accompanied the growth of high-deductible health plans challenges providers more than ever to secure timely and correct reimbursement prior to insurance adjudication. With 30-40 percent of denials stemming from registration/eligibility and preauthorization issues, providers need to better understand how patient access processes affect collections. Revenue cycle analytics can help pinpoint process problems that lead to denials, and reveal how much revenue can be gained through process changes.

To2



DOUG NOWOTENSKI &
SUZANNE PAYNE, SUTTER HEALTH

Decreasing Patient Access Denials Through Education and Innovative Tools

A high quality registration is paramount not only for a seamless billing process but to ensure the patient receives comprehensive care. An effective quality assurance tool is necessary to mitigate errors and provide a feedback loop for training and education. Over the past two years Sutter Health has been on a journey to improve its registration quality assurance product to meet business needs with a focus on reducing top denials and claim edits. This presentation will provide an overview of the proactive efforts between Patient Access and the Revenue Cycle Education and Training team. Utilizing data driven education with a focus on identifying common errors and the creation of training materials based off trending issues.

To3



BRETT LIGHT
STANFORD HEALTHCARE

Universal or Transformational Registration in Real Time

When we ask patients to bridge the gaps between our operational inefficiencies we start off on the wrong path. Truly compassionate healthcare starts on the front end, and that means that health systems need to look closely at what they ask of their patients earlier in the encounter. By implementing universal registration with patient pass, healthcare systems can create significant efficiencies for 90% of their patients through 70% reduction in registration times; and for their staff by reducing staff registration processes by 57%. These efficiencies powerfully change the patient experience by partnering with the patient to enable them to choose how they want to spend their time when visiting us. For our most complicated patients such as cancer and multi-specialty patients, this equates to more time spent doing what matters most to them and not standing in a line or sitting in a waiting room because of our inefficiencies.

DAY 2 WORKSHOPS

TUESDAY, AUGUST 28, 2018

To4



Speaker: Richard A Lovich

Law Offices of Stephenson, Acquisto & Colman

Authorization and Verification of Benefits - Validity and Effectiveness, a Legal Perspective

The presentation covers the various avenues of obtaining and documenting authorization for services and verification of benefits in a pre-admission setting; what constitutes effective authorizations; strategies on documenting authorizations and verifications; and how to maximize the facility's ability to obtain enforceable authorizations and solid verifications.

To5



Speakers: Amber Price and Jennifer Keyes

Cerner

You Want Me to Do What? Cerner's Approach to Change Management

You are tackling the challenge of introducing new behaviors and processes as a part of a change initiative, but you're stuck on where to even start. You recognize that the approaches you've used in the past may not get you the outcomes to meet your goal. You get the sense that your staff are complacent at best regarding any change effort. And, you're having difficulty gaining momentum across your department and buy-in from other departments. In this session, compare notes with your colleagues as we explore the critical steps that will help you move towards a new "normal" for your organization.

DAY 3 WORKSHOPS

WEDNESDAY, AUGUST 29, 2018

Wo1



Speaker: Kathie Kirkland

Maricopa Integrated Health System

Leveraging Patient Segmentation to Meet Patients Where They Are

With this era of transformation, a noticeable shift in patient access is underway to provide high quality, patient-centric care at an affordable cost. A one-size-fits-all approach is no longer good enough and providers need to strive to customize solutions based on individual patient expectations and needs. Patients now require well-designed and optimized patient access strategies that are built specifically with their needs in mind. In order for health care organizations to build a lasting patient relationship, they must ensure they are building a positive patient experience. This extends to the revenue cycle which encompasses the patient's financial interaction with the health system. Just like in care delivery the patient must be placed at the center of the provider's revenue cycle and the right engagement points must be developed.

Wo2



Speaker: Liza Munzner

Executive Client Services Director, MedData

Life Balance and then some

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 Westin St. Francis. There will be a message board located at the Conference Registration Desk for networking and those who may receive important calls.

CONTACT HOUR 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 CONFERENCE

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 - 7:00 pm. The exhibits will also be open on Monday, 7:30 - 9:00am, and again 11:00 - 12:00pm. Ensure each exhibitor signs your exhibitor card to qualify for raffle prizes at Monday's luncheon.



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.

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

HOTEL ACCOMMODATIONS

THE WESTIN ST. FRANCIS
335 POWELL ST.

TOLL FREE (800) 937-8461 RESERVATION CODE: CAHAM

<https://www.starwoodmeeting.com/Book/CAHAM>

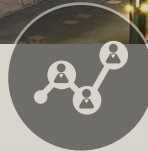
DISCOUNT ROOM BLOCK DEADLINE: JULY 27, 2018 AT 5 PM



Special Conference Rates

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. Resort fee is waived. The CAHAM rate is available 3 days pre- and post-conference.

Note: Valet and overnight parking is expensive in San Francisco, there are several discount parking lots nearby.



Room Sharing

If you are sharing a room with another attendee, please ensure both names are on the room block to ensure proper ordering for meals. You are strongly encouraged to make room reservations ASAP to ensure availability.



Book Today

A limited block of rooms, at the special rate, is available on a first come, first served basis and can be booked [online](#) prior to July 27, 2018. You may also contact the Westin for reservations, and don't forget to let them know that you are attending the [CAHAM Conference](#).

2017 PHOTOS







CAHAM Membership Application

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, Utilization Review, or any other related 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.

For your convenience, you may register online by [clicking here](#). We accept credit cards, e-check , or Bill Later (Mail-In Check). The Annual Membership dues \$175.

You may complete the application and submit via email caham.org@gmail.com or mail completed form to 21143 Hawthorne Blvd, #133, Torrance, CA 90503

Register today for our 50th Anniversary Annual Conference and Exhibition by [clicking here](#)



PROFESSIONAL INFORMATION

LAST NAME:

FIRST NAME:

TITLE:

EMPLOYER NAME:

EMAIL ADDRESS:

STREET ADDRESS:

CITY:

STATE:

ZIP CODE:

WORK PHONE:

MOBILE PHONE:



PERSONAL INFORMATION

HOME ADDRESS:

CITY:

STATE:

ZIP CODE:

EMAIL ADDRESS:

MEMBERSHIP DUES:

New Member

Renewal

CREDIT CARD :

EXPIRATION DATE:

CCV

CARDHOLDER NAME:

BILLING ADDRESS:

CITY:

STATE:

ZIP CODE:

MEMBERSHIP DISCOUNT CODE:

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

BECOME A SPONSOR TODAY !

Visibility is a powerful advantage as a sponsor of the California Association of Healthcare Admissions Management (CAHAM) 50th Anniversary Educational Conference and the first joint conference with American Association of Healthcare Administrative Management (AAHAM). Membership consists of CEOs, CFOs, VPs of Revenue Cycle, Patient Financial Services Directors, Network Contracting Executives, and other healthcare finance Professionals. Emerge as a leader by demonstrating your support of professional education and quality programs.

A wealth of recognition opportunities is yours! See your organization's name and logo on pertinent marketing materials, including our websites, and gain on-site acknowledgment and signage at our premier leadership event. Additional promotional opportunities are available, depending upon sponsorship level.

With your support, this event will continue to thrive and provide valuable services to current and future members. CAHAM in partnership with AAHAM, is proud of its affiliation with sponsors and looks forward to hearing from you. For more information, contact Denise Ransdell (Transdell@sacfirm.com) or Clo Hidalgo (Chidalgo@sacfirm.com).

Two registrations, from within the company, are included with each paid sponsorship.

[Click here to Sponsor](#)

<u>Sponsorship Benefits</u>	<u>Bronze</u> \$2,000	<u>Silver</u> \$3,500	<u>Gold</u> \$5,000
Booth (Includes 2 attendee tickets)	✓		
Cocktail Reception			✓
Meals- Breakfast & Lunch (10 Opportunities)		✓	
Name Badges		✓	
Morning Walk (3 Opportunities)	✓		
Wi-Fi		✓	
2 Bronze & Silver (combined sponsorships)			✓

California Association of
Healthcare Admissions Management

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Email: caham.org@gmail.com

Website: www.caham.org