



55th Annual Conference and Exhibition

Charting the Course: 55 years of Patient Access Excellence



Introduction

You are invited to our
Annual Conference and Exhibition

September 8 - 11, 2024

For over 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 an extensive educational lineup. We are pleased to have one of the finest conference locations available that is perched on a 15-acre peninsula surrounded by the shimmering bay waters and the San Diego skyline.

We highly encourage early registration to accommodate all attendees efficiently. We want to provide you with the best conference experience.

HOW TO REGISTER

Complete your registration online using one of the links below. You have the option of paying with a credit card or printing an invoice and submitting it by mail with a check.

[CAHAM Member Registration](#)

[CAHAM Non-Member Registration](#)

[Vendor Sponsorship Registration](#)

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 August 19, 2024

2023 CAHAM Member \$699

Non-Member \$899

Registration fee after August 19, 2024

2023 CAHAM Member \$749

Non-Member \$949

Conference Schedule

Sunday, September 8, 2024

1:00 PM – 5:00 PM	Registration for Attendees and Vendors
3:30 PM – 4:30 PM	New Attendee Orientation
5:00 PM – 7:30 PM	Welcome Reception: Cocktails and Dinner with Vendors

Monday, September 9, 2024

7:30 AM – 9:00 AM	Breakfast with the Exhibitors
9:15 AM – 9:30 AM	Welcome and Conference Opening
9:30 AM – 11:00 AM	Keynote: <i>Stepping into your Power and Finding Joyful Success by Saying No!</i>
11:00 AM – 12:00 PM	Last Chance with Vendors
12:00 PM – 1:30 PM	Lunch with Vendors and Raffle
1:30 PM – 1:45 PM	Group Picture
1:45 PM – 2:45 PM	<i>Empowering Healthcare Leaders: Setting Sail for Growth and Navigating your Voyage to the C-Suite</i>
2:45 PM – 3:00 PM	Break
3:00 PM – 4:00 PM	<i>Legislative Updates</i>
4:00 PM – 5:00 PM	<i>Where are We Stuck? Using Analytics to Keep Cash Flowing</i>

Tuesday, September 10, 2024

7:30 AM – 9:15 AM	Breakfast and Learn: <i>Charting the Course of Combatting Costly Denials</i>
9:15 AM – 9:30 AM	Break
9:30 AM - 10:30 AM	<i>Journey through Pre-Authorization Success</i>
	<i>2024–2025 Human Resources Updates: Adapting to Changing Landscapes</i>
10:30 AM – 10:45 AM	Break
10:45AM – 11:45 AM	<i>Journey through Pre-Authorization Success</i>
	<i>2024–2025 Human Resources Updates: Adapting to Changing Landscapes</i>
12:00 PM - 1:30 PM	Carl Satterfield Award Luncheon
1:30 PM - 2:30 PM	<i>Leveraging Revenue Integrity for Financial Sustainability</i>
	<i>Empowering through Education</i>
2:30 PM – 2:45 PM	Break
2:45 PM - 3:45 PM	<i>Leveraging Revenue Integrity for Financial Sustainability</i>
	<i>Empowering through Education</i>
3:45 PM – 4:00 PM	Break
4:00 PM – 5:00 PM	<i>Point of View (POV): Patient Access Surviving Healthcare</i>

Wednesday, September 11, 2024

8:00 AM – 9:00 AM	Breakfast
9:00 AM – 11:00 AM	CAHAM Business Meeting

Opening Keynote

Stepping into your Power and Finding Joyful Success by Saying No!



Marie Garvey

CEO, The Garvey Group

Empowered leaders know how to say NO. They can set effective boundaries without guilt and as a result they are more powerful and collaborative leaders and happier in their work and life. They understand everything in life and work is a power exchange and too often people are giving away their power by their inability to say NO.

Afraid of letting someone down, being a team player no matter the cost, and silencing their voice to not be too difficult. The truth is they are sending a loud message that you are a doer and not a leader. It is time to step into THE POWER of NO.

Saying NO and setting effective boundaries is a gateway tool for Joyful Success and in this interactive session, you will learn tools that you can put to work immediately and understand why Empowered Leaders can easily and effectively say NO. Together we will identify the roadblocks to saying NO, walk through a step-by-step process to help you identify when to say NO and give you scripts on exactly how to say it.

“Being an effective communicator isn’t a destination, it is a lifelong pursuit that can be a key accelerator or devastating roadblock to your career. No matter what level, my job is to unlock that powerful voice inside you and hone your skills to become the best version of yourself in order to be heard, lead, and persuade.” – Marie Garvey

With 25 years of experience training Fortune 500 C-suite executives, Academy Award winning actors and artists, culinary leaders, and four-star generals, Marie Garvey of The Garvey Group has refined the training process in both high-stakes situations, and to help clients prepare for media interviews, presentations, and public forums.

As a strategic communications consultant, media spokesperson, media and presentation trainer, and executive coach – her company has developed an international reputation for activating communication strategies that shape public opinion for some of the world’s highest-profile projects and companies. Some of her recent clients include, Pixar, NBCUniversal, The Walt Disney Company, Marvel, Pixar, Fandango, The Food Network, Netflix, Los Angeles Angels of Anaheim, and others.

Conference Speakers



2024 – 2025 Human Resources Updates: Adapting to Changing Landscapes

Darcy Castro
Human Resources Coordinator
Montclair Hospital Medical Center



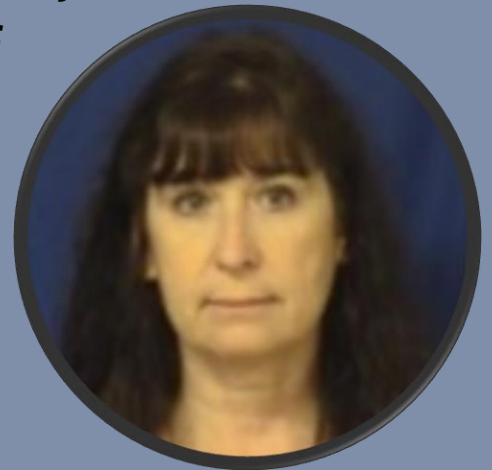
Gretchen Lindeman
Vice President of Human Resources
AHMC Healthcare

Modernizing total rewards and compensation to boost job satisfaction and retention; attracting qualified candidates and address a hybrid workforce

Vendor Sponsored Learning and Development Breakfast Charting the Course of Combatting Costly Denials

Becky Cloud-Glaab, Vice President, Revenue Cycle
UCI Health

A case study on how UCI managed to decrease and maintain their denials via leadership engagement and process improvements.



Conference Speakers



Where are We Stuck? Using Analytics to Keep Cash Flowing

April Wilson, Vice President, Product
FinThrive

Disruption in the healthcare ecosystem has brought forth increased attention to rethinking revenue management. As healthcare costs outpace commercial and government reimbursement rates, and as high-deductible health plans become the norm rather than the exception, many hospitals have found their revenue cycle infrastructures have sprung unexpected leaks. With patients as payer representing 30% of receivables and increasing denials rates, capturing every last dollar is critical in your revenue protection efforts. So where is all your cash stuck? This session will investigate how analytics can uncover cash flow issues, identify where opportunities lie and aid in developing a strategy to improve your financial health and meet your KPI goals.



Conference Speakers



Setting Sail for Growth and Navigating your Voyage to the C-Suite

Ericka Smith, Chief Operating Officer
Monterey Park Hospital, AMHC

Are you feeling stuck in your current career? It's time to break free from the constraints and explore the vast possibilities that lie ahead. What if we allowed ourselves to dream and explore what truly excites us? By breaking free from the confines of our preconceived notions, we open ourselves up to a world of opportunities. Let's identify areas of untapped potential to create your career path.

Journey through Pre-Authorization Success

LaQuitta Holston
Director Account Receivable Operations

This presentation will demonstrate how to successfully turn a challenging department into an overall winning team with the following: collaboration of many different key departments, being supportive leaders and by changing a negative culture into a positive thriving culture.



Conference Speakers



Legislative Updates

Richard Lovich Esq, Senior Partner
Law Offices of Stephenson, Acquisto & Colman (SAC)

This session will provide a case study of how SAC was able to utilize documentation to overturn denials as well as how 2024 and 2025 regulations affect hospital mergers and acquisitions.

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Leveraging Revenue Integrity for Financial Sustainability



Sandra Lood, Vice President, Revenue Cycle
Cottage Health

Revenue Integrity has a crucial role in supporting Patient Access and health care systems by ensuring organizations are able to effectively manage their financial process and maximize revenue. By optimizing revenue cycle management, ensuring accurate coding and billing, having compliance and regulatory adherence, leveraging data analytics and performance, and enhancing financial transparency, organization can enhance patient access for an overall unique and delightful patient experience.

Point of View Round Table Discussion

Join us for dynamic discussions on some relevant hot topics related to Patient Access

- Staffing deficiencies, sick calls, LOAs, remote workers
- Upfront collections
- Technology
- No Surprise Act
- Prior Authorizations
- Denials



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. Don't forget to bring your tennis shoes to join the CAHAM early morning walkers.

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 Loews Coronado Bay Resort.

CONTACT HOURS CERTIFICATION

Attendees will be awarded contact hours certification for attendance in workshop sessions.

THE EXHIBIT HALL

CAHAM is very pleased to have such an outstanding group of exhibitors. For hands-on demonstrations and valuable information, 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, September 8 from 5:00 pm - 7:30 pm. and again on Monday, September 10 from 11:00 am - 12:00 pm. Ensure each exhibitor signs your vendor card to qualify for raffle prizes at Monday's luncheon.

RAFFLE PRIZES

There will be a raffle during the conference, courtesy of our exhibitors and CAHAM. Be sure to visit all the booths and have your vendor 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 prize.

CONFERENCE TIPS

- ✓ Be sure to bring a large supply of business cards to use for networking.
- ✓ Book your room early as 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.



Loews Coronado Bay Resort



Hotel accommodation costs are not included in the conference registration fee. CAHAM has arranged for a special conference rate of \$239 per night, plus tax and fees. We have a limited number of rooms available, including 3 days prior and 3 days post conference at the discounted room block rate.

Contact the Loews Coronado Bay Resort 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.

[CAHAM 2024 - Click here to book your room reservation](#)

Group Rates Available: September 6, 2024 through September 13, 2024 based on availability

Guest Room Rates: starting from \$239 plus tax

Group Block Closes: **August 19, 2024**



Loews Coronado Bay Resort
4000 Coronado Bay Road, Coronado, 92118
619-424-4000

[Click here to learn more about Loews Coronado Bay Resort](#)

We hope to see you in Coronado Bay!



CAHAM 2023 - 54th Annual Educational Conference

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