CAHAM
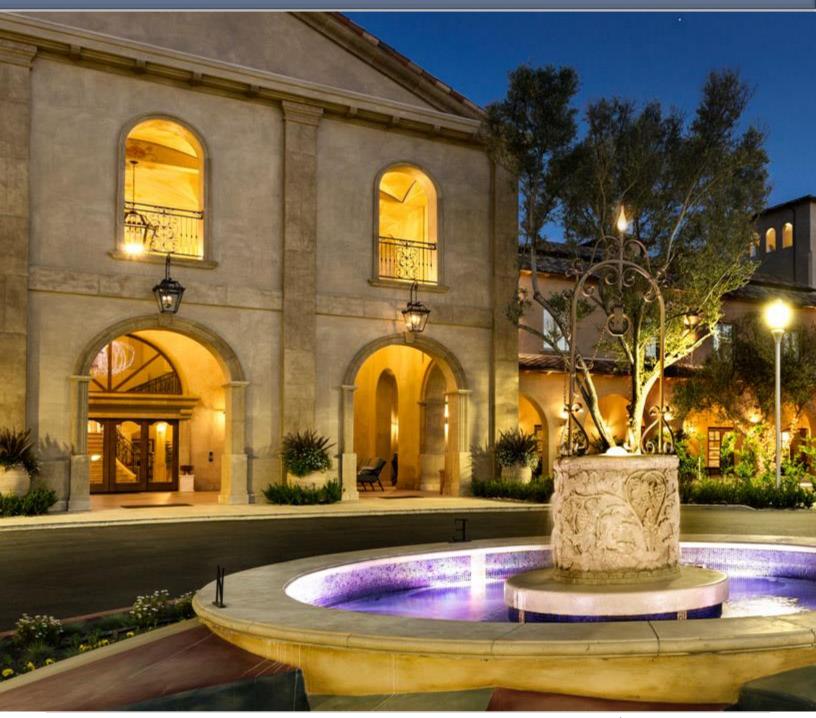## California Association of Healthcare Admissions Management

54th Annual Conference and Exhibition

Introduction

You are invited to our
Annual Conference and Exhibition

September 24-27, 2023

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 nestled in the beautiful hills of Paso Robles wine country.

We highly encourage early registration in order to accommodate all attendees efficiently.

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
CAHAM Non-Member
Vendor Sponsorship

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 24, 2023
2023 CAHAM Member $699
Non-Member $899

Registration fee after August 24, 2023
2023 CAHAM Member $749
Non-Member $949

Conference Schedule

Sunday, September 24, 2023

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 25, 2023

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	Opening Keynote: *The Cost of Doing Nothing*
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 – 3:00 PM	*Human Resources: What you Need to Know Navigating Regulations Compliantly and Effectively*
3:00 PM – 3:15 PM	Break
3:15 PM – 4:30 PM	*Human Resources: What you Need to Know Navigating Regulations Compliantly and Effectively*

Tuesday, September 26, 2023

7:30 AM – 9:15 AM	Breakfast and Learn by Phreesia: *What is Digital Patient Registration?*
9:15 AM – 9:30 AM	Break
9:30 AM - 10:45 AM	*Knowledge is Magic: Admitting & Its Impact on Managed Care Contracts Managing Denials: The Devil's in the Details-A Business Office Perspective*
10:45 AM – 11:00 AM	Break
11:00 AM – 12:15 PM	*Knowledge is Magic: Admitting & Its Impact on Managed Care Contracts Managing Denials: The Devil's in the Details-A Business Office Perspective*
12:15 PM - 1:30 PM	Carl Satterfield Award Luncheon
1:30 PM - 2:45 PM	*Panel Discussion on Current and Relevant Hot Topics*
2:45 PM – 3:00 PM	Break
3:00 PM - 4:15 PM	*What is Digital Patient Registration and Why Should Your Organization Consider It*
4:15 PM – 5:30 PM	*Legislative Updates*

Wednesday, September 27, 2023

8:00 AM – 9:00 AM	Breakfast
9:00 AM – 10:00 AM	CAHAM Business Meeting

Opening Keynote

Kimberly Hartsfield

Executive Vice President, Growth Enablement

Visiquate

Speaking Topic:
As health systems continue to struggle with the ongoing financial crisis created by the pandemic, leaders are hesitating to make the necessary investments in technology to support future operational needs. They need to remember that there is a cost to doing nothing and not preparing for tomorrow. This presentation will discuss the current state.

Bio:

Ms. Hartsfield is a seasoned healthcare executive with almost 30 years of experience in the payer, provider and consulting arenas. She currently serves as EVP, Growth Enablement at VisiQuate, helping healthcare organizations achieve peak business health by taking command of their data to maximize revenue cycle operations.

Prior to joining VisiQuate, she served as TractManager's Chief Data Officer, helping to monetize the organization's strategic data asset. She built a technology-enabled services line of business using artificial intelligence/machine learning and natural language processing to mine and audit hospital contracts to ensure compliance and revenue maximization.

Specializing in hospital operations with a focus on designing and implementing value-based payment arrangements like BPCI and direct to employer contracting, she also served as a Vice President at both ECG Management Consultants and GE Healthcare Camden Group.

Prior to GE Healthcare Camden Group, Ms. Hartsfield was the Director of Enterprise Business Intelligence – Medical Informatics for Arkansas Blue Cross and Blue Shield. In addition to running all of the informatics and analytics across all lines of business for the enterprise, she was responsible for the implementation of Arkansas Health Care Payment Improvement Initiatives ("ACHPII"), a multi-payer statewide bundled payment initiative, including program development, reporting, methodology, and provider engagement.

Prior to Arkansas Blue Cross and Blue Shield, she was the Director, Provider Relations for Arkansas Children's Hospital. There she created strategic and long-range plans for the management and development of the provider network, including new physician recruitment and all aspects of credentialing in accordance with National Committee for Quality Assurance standards.

She has utilized her experience in the healthcare industry as a frequent presenter, with over 40 national speaking engagements on a variety of topics including data and analytics, compliance, value-based payment models and provider cost and quality transparency.

Conference Speakers

Human Resources: What you need to know

Darcy Castro
Regional Director of Human Resources
Sharp Healthcare

Gretchen Lindeman
Vice President of Human Resources
AHMC Healthcare

How to recruit and retain good employees. Discuss the importance of clear and concise documentation. Corrective action planning in today's climate.

Navigating Regulations Compliantly and Effectively

Jonathan G. Wiik, MSHA, MBA, CHFP
Vice President, Healthcare Insights
FinThrive

This dynamic class will include national issues that directly affect patient access along with operational ideas to address them. No Surprises Act, Transparency, Mid-Term elections outcomes, Public Health Emergency, and more. As health systems attempt to address these challenges with a skeleton crew, hear how there is hope. Best practices will be shared from nation leading systems to navigate regulation compliantly and effectively.

Vendor Sponsored Learning and Development Breakfast

What is Digital Patient Registration and Why Should your Organization Consider It?

Speakers: Susan Gianetti and Lance Dunn, Phreesia

Did you know that 64% of patients prefer to see a medical provider who offers digital check-in and 29% consider it a must-have when choosing a healthcare organization?

During this session, we'll share how provider organizations can boost staff efficiency and ensure patients have the experience they expect with self-service registration, access, and revenue cycle tools. Join us to learn the ins and outs of digital patient intake, how easy it is to implement and the benefits your organization will see, including reduced staff burden, lower no-show rates and higher time-of-service collections.

Conference Speakers

Knowledge is Magic – Admitting and its Impact on Managed Care Contract Implementation and Operations

Vivian Kaslow
Kaslow Healthcare Consulting Services, Inc.

As our leader in obtaining information from patients and payors, ideally, admitting staff understands the operations related to each Managed Care product line, contract nuances, IPA delegation, DOFRs, capitation, payor notification and benefit/eligibility confirmation. We will cover it all, along with providing you tools to help you engage your Managed Care representative so you and your staff can continue to enhance your Managed Care operations knowledge.

Managing Denials – The Devil's in the Details
A Business Office Perspective

Rudy Braccili Jr., MBA, CHFP
Director Account Receivable Operations
Keck Medicine of USC

By better understanding the payer denial challenges faced by back-end business office team members, attendees will come away with insights and tips on how to join forces in the battle to win payment for services provided by our care teams. Why do so many hospitals report "No Authorization" as a leading reason for payer denials, yet our front-end Patient Access professionals boast high percentages of compliance with payer authorization requirements? Well, the devil is indeed in the details and this session will pull back the covers and explore. We will cover important distinctions between IP and OP denial reasons ... including "Authorization Discrepancies", Late Notification Penalties, invalid CPT's and other persistent denial reasons. The importance of collaboration between Patient Access, HIM, Case Management, I.T., Revenue Integrity and PFS will be emphasized. This session will address when it makes sense to seek a retro-auth versus having to file an appeal.

Legislative Updates

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

This session will provide the latest updates on the No Surprises Act, Covid test claim denials, and other current and relevant legislative topics.

Automation to Support Workforce Shortages
Brett Channell and Alicia Hanson, Visiquate.

An overview of how automation can support revenue cycle teams dealing with staffing shortages and increased costs of skilled labor.

Panel Discussion

Moderator: Becky Peters, Executive Director Patient Access Services, Banner Health

Andrea Torres, Manager of Access Management, Tri-City Medical Center
Brandon Burnett, Vice President of Revenue Cycle, Community Health System
Ken Baxter, Vice President of Revenue Cycle, Children's Hospital of Orange County
LaQuitta Holston, Senior Manager, Patient Access Services, Banner Health

Join our panelists in for a dynamic discussion on some relevant hot topics.
- Staffing deficiencies, sick calls, LOAs, remote workers
- Upfront collections
- Technology
- No Surprise Act
- Prior Authorizations

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 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 Allegretto Vineyard 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 24 from 5:00 pm - 7:30 pm. and again on Monday, September 25 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.

Allegretto Vineyard Resort by Ayres

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.

There are a limited number of rooms available **pre-conference** (Friday and Saturday) at $389.00 per night, regularly over $600 per night, as well as **post-conference** at the group rate of $239.00; however, you must contact the hotel directly to book outside of the conference dates. Please call (805) 369-2500 or email Nam Nguyen at nnguyen@allegrettoresort.com as she is assigned to manage the CAHAM room block. You must indicate that the reservation is for CAHAM 2023. If you are sharing a room with another attendee, please ensure both names are on room block to ensure proper ordering for meals.

Click on links for more information:

Resort Brochure

Things to do

Allegretto Vineyard Resort Paso Robles
2700 Buena Vista Drive • Paso Robles, California 93446
 +1 805 369-2500

Deadline: August 24, 2023

HOTEL RESERVATION LINK:

Click Here to Book Your Room Reservation

CAHAM CHAM/CHAA Proctoring

CAHAM is pleased to proctor the **CHAM/CHAA** certification at the annual conference on **Wednesday, September 27, 2023**.

In order to take the test at the conference, you must apply by **in advance**. Instructions for the application are as follows:

As a NON-Member:

1. Go to NAHAM's home page **www.naham.org;** go to right side of the page under "Sign in" and click "haven't joined yet"
2. Scroll to the bottom and click "non-member"
3. Enter your first name, last name, select your region and enter preferred username (usually email address)
4. From there you will fill out your contact information and create a password, which will be stored to your profile in Certification Central. Please make sure this information is accurate.
5. Hover over "Certification" and click on the link for Certification Central
6. You will see an orange button that says "Begin"
7. Fill in **all** necessary information and **submit your application** fully before the deadline

As a NAHAM Member:

1. Log onto the NAHAM website. If you do not remember your login credentials, **contact NAHAM** and we can assist you.
2. Hover over "Certification" and click on the link for Certification Central
3. You will see an orange button that says "Begin"
4. Fill in **all** necessary information and **submit your application** fully before the deadline.

IMPORTANT: if you are paying by check, or would like to pay at a later date, please select "Pay by check" and **submit without payment**. If your application is left "In Process" after the application deadline has passed, you will be unable to sit for the exam.

Audit

When submitting your application for the Certified Healthcare Access Manager (CHAM) exam, it is important to note that you may be audited. As stated in the National Association of Healthcare Access Management (NAHAM)
Candidate Guide to Certification, NAHAM randomly audits 10% of our applicants for each certification period for quality assurance purposes.

Please note that if you are selected for audit, you will not be able to submit your application until all audit materials are uploaded.

Please see the NAHAM website for audit information required.

Failure to provide this documentation by the requested date will exclude you from testing during this period and application fees will not be refunded.

Proctor Information

To take the CHAM exam at CAHAM, select **Lynn Otani** (lynn.otani@otaniconsulting.com) as the proctor.

CAHAM will notify Lynn of those registered to take the test and she will send a confirmation email. If you do not receive an email from Lynn prior to CAHAM, please contact her to ensure that you are registered for the exam.

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