

hfma – colorado
c/o Hal Prink
HLP Consulting
47 Shetland Ct.
Littleton, CO 80130-3906

Rural Educational Road Show

"A Must Attend Event for PFS Staff"

Tuesday, July 15th, Parkview Medical Center, 400 West 16th Street, Pueblo, CO

Wednesday, July 16th, Mavericks Restaurant, 1417 Barlow Road, Fort Morgan, CO

Thursday, July 17th, Colorado Hotel, 536 Pine Street, Glenwood Springs, CO

Colorado HFMA is presenting a one day educational program in each of these cities, (same content), aimed at bringing low cost training for Patient Financial Service line and supervisory staff out to our Rural Community facilities!!!

NOTE: Attendance is limited to 50 attendees at each site so register EARLY

***Special Thanks to Our Supporting Chapter Organizations
for helping to make this program possible & affordable***

**Terri Boettcher, Vice President
BC Services, Inc**

**Christopher Cruise & Shauna Wardrop
Cardon Healthcare Network, Inc**

**Judy Griffith, Regional Director
Small Hospital & Alternate Care Markets
MedAssets, Inc**

**William Patterson, CFO
Parkview Medical Center**

**Professional Finance Company
Transworld Systems
Wells Fargo Bank**

**(Several Additional Sponsorship Opportunities Will Be Available)
Contact john.gies@osioutsourcing.com or myont@aol.com for details**

HFMA COLORADO CHAPTER
Rural Educational Road Show
July 15, Parkview Medical Center, Pueblo CO
July 16, Mavericks Restaurant, Fort Morgan CO
July 17, Colorado Hotel, Glenwood Springs CO

***Patient Financial Services Tools and Training for
patient access and account management recovery personnel***

These one day sessions at each location listed will focus on support and training techniques in the following areas;

- ✓ **Eligibility/Entitlement Processes**
- ✓ **Patient Intake/Information Gathering**
- ✓ **POS Collections**
- ✓ **Insurance Account Follow-Up**
- ✓ **Effective Pre-Bad Debt Collection Practices.**

Who should attend: Directors, Managers, Patient Access/Registration Supervisors and Front Line Staff, Patient Accounting Supervisors and Insurance/Collection Front Line Staff – anyone that can benefit from additional PFS training support AND the opportunity to network with your area rural facility counterparts!!!

**Registration fees and facility locations are designed so help you send as many of your team members as possible to the program most convenient to your area!!!!

Larry Dupper, HFMA

President
Colorado Chapter

*J. Verne Singleton
Maria K. Todd*

Co-Chairs
Program Committee

Program Agenda – Annual Meeting – For Each Program Location

8:30 – 9:00 am **Registration**

9:00 –10:15 am **“Seeking Out Hidden Eligibility”** – presented by Christopher Cruise, Director of Hospital Consulting, Cardon Healthcare Network, Salt Lake City

Mr. Cruise has extensive background in the management of Patient Access and Financial Counseling (Federal, State, County & Charity Programs). He will be sharing his insight and techniques on improving Eligibility discovery and claim processing optimization.

10:15-10:30am Break

10:30 – 11:45 am **“Transform Front-End Revenue Integrity Functions for Greater Cash Collections”**—presented by Judy Griffith, Regional Director, Small Hospital & Alternate Care Markets, MedAssets, Inc, Denver CO

This session will present a highly effective methodology, some key concepts and tools for developing, managing and sustaining a successful point-of-service (POS) collection program. Learning objectives will focus on:

1. Participants will learn how to excel during all customer interactions by using a proactive “customer advocacy” approach.
2. Participants will discuss measurement metrics to gauge program effectiveness and steps to create continuous improvement for front-end denial prevention and maximum cash collections.

11:45 – 12:45 pm **Lunch provided along with Networking Time**

12:45 – 3:00 pm **“Collectors Aren’t Born – They are Trained”**—presented by Terri Boettcher, Vice President, BC Services, Inc, Longmont CO

This session will focus on insights and techniques to help improve insurance and patient account recovery efforts in terms of cash collections and patient satisfaction. Key discussion and concepts to include:

| | |
|---------------------------------|---------------------------|
| Consumer Types / Traits | Warning Signals |
| Preparing the Call | Insurance Recovery Skills |
| Effective Listening/Questioning | Telephone Image |
| 8 Step Collection Call | Roll Play |

Adjournment

CPE Credit Hours – 5

Presenter Backgrounds

Christopher Cruise – Director of Hospital Consulting

Christopher Cruise is the Director of Hospital Consulting. Since his beginning in the healthcare industry 1988 with University Medical Center in Lubbock Texas he continues to his career in the healthcare industry. During that time he also attended Texas Tech University in Lubbock Texas for a Bachelor of Science in Human Development and Family Studies. Mr. Cruise has accomplished 20 years in the Healthcare Revenue Cycle industry of management, and hospital and physician billing/collections and consulting. He has managed in small and large hospitals in Iowa, Idaho, Texas and physician groups in Texas. Physician groups have consisted of a central business office for 60 clinics in Houston, San Antonio, College Station, and Lubbock for Christus Medical Group and Covenant Medical Group. Mr. Cruise has extensive knowledge within denial management, contract management, AR management, development of tracking indicators to include polices and procedures. His background of billing and collections covers multiple insurance carriers of Medicaid, Medicare, Commercial, Work comp, Veterans Affairs and IHS in Texas / Arizona / Idaho/ Iowa / New Mexico / Colorado. Mr. Cruise also has an extensive background in the management of Patient Access and Financial Counseling (Federal, State, County and Charity programs) area to include Pre-registration, Cash collections, Insurance Verification, Authorization and Pre-certification, Quality assurance and ED discharged collections.

Mr. Cruise joined Cardon Healthcare in May of 2005 and is responsible for hospital front end and back end consulting and special project.

Judy Griffith is the Regional Director, Small Hospital and Alternate Care Markets for MedAssets Revenue Management Solutions.

Based in Denver, she is responsible for the development and marketing of revenue management technology solutions that can be utilized by rural and community hospitals, as well as healthcare networks for promotion to member facilities.

Judy has been in the healthcare arena for over 20 years.. For the past seven years, she has been proactive in the development of the rural hospital market throughout the Rocky Mountain region by offering a variety of revenue cycle management solutions, as well as the development of educational programs.

Judy holds a Bachelor of Arts and a Master of Science Degree from Western Illinois University, Macomb, Illinois. She is a member of the National Rural Hospital Association and is President-Elect for the Colorado HFMA Chapter.

Terri Boettcher, Vice President, BC Services, Inc. and Health Care Resource Management - Longmont Colorado.

Terri has been with BC Services since 1984, and has worked in the Credit and Collection Industry for 28 years. Terri currently manages the Agencies 1st & 3rd party collection divisions, all agency training, and Regulatory Compliance. Terri has been a certified instructor for ACA since 2000 and joined the ACA Education Council in 2006. Terri has taught numerous Seminars for ACA and other Associations in our Industry. Terri is also Education Committee Chair for Associated Collection Agencies of Colorado and Wyoming.

**Rural Education Road Show
Pueblo CO, Fort Morgan CO, Glenwood Springs
July 15th, 16th, 17th, 2008**

Attendee name _____
Title _____
Organization _____
Address _____
City, State, Zip Code _____
Phone _____ Fax _____ E-mail _____

Additional Attendees from same facility - include name and title:

Registration Fees

Registration \$25 – per attendee - _____ attendees x \$25 each _____

Please indicate below location attending:

Pueblo – July 15th _____

Fort Morgan – July 16th _____

Glenwood Springs – July 17th _____

NOTE: Attendance is limited to 50 attendees at each site so register EARLY

Total amount enclosed \$ _____

Payment Options:

Credit Card Visa _____ MasterCard _____ American Express _____

Credit Card # _____ Expiration Date _____

Cardholders Name (Print) _____

Cardholders Signature _____

Check: Please make check payable to **Colorado HFMA** and mail to:

Hal Prink, Office Manager, HFMA Colorado Chapter
47 Shetland Ct., Littleton, CO 80130-3906

Or, fax to Hal Prink at **720-294-0629** with payment by credit card

If you need hotel accommodations or have any questions, call Hal Prink at **720-277-7813** or e-mail at [**halprink@comcast.net**](mailto:halprink@comcast.net)

For additional program information and Limited Sponsorship opportunities available, please contact;

John Gies, 720-987-7092, [**john.gies@osioutsourcing.com**](mailto:john.gies@osioutsourcing.com) or
Mike Yont, 303-324-2977, [**myont@aol.com**](mailto:myont@aol.com)