



hfma™ southern california
healthcare financial management association



American Association of Healthcare
Administrative Management

**The Southern California Chapter of HFMA
Co-Sponsored by the Southern California Chapter of AAHAM**

Proudly Presents

**CHAPTER EDUCATIONAL
GEOGRAPHIC PROGRAM**

Friday
April 3, 2009

**Western Medical Center Santa Ana
Bash Auditorium
1001 N. Tustin Avenue (between 4th & 17th Streets)
Santa Ana, CA 92705
(714) 953-3500
Free parking**

Attendees should enter through the hospital Main lobby and ask Security for directions to the “Bash Auditorium” in the basement level of the main hospital.

- 7:45 - 8:15 a.m. Registration & Continental Breakfast**
8:15 - 8:30 a.m. Announcements
8:30 - 12:30 p.m. Program
- 8:30 - 10:00 a.m. Protecting Your Revenue with the Power of Proof**

*Anne Tanner, RN, MN
Director, Case Management & Village Operations
City of Hope*

*Ken Cassell, MBA
Sr. VP, Business Development, SW Region
The White Stone Group, Inc.*

Presentation Overview: Every day, hospitals render services for which they never receive payment. To obtain accurate reimbursement, hospitals need tangible evidence of steps taken to secure payment. This session will present the concept of

a communication management system that documents routine business exchanges to improve revenue cycle performance. Attendees will hear how hospitals have leveraged communication records to protect revenue, prove compliance and drive performance system-wide.

Objectives:

- Use communication records as evidence to prevent and overturn denied claims.
- Streamline communication to reduce costs and improve staff productivity.
- Monitor archived communication to improve quality and accountability.

10:00 – 10:30 a.m. Break

10:30 – 12:00 p.m. Revenue Cycle Redesign: The Newest Trends

Jim Jacobs

Vice President, CareMedic Systems, Inc.

Presentation Overview:

The presentation will examine how revenue cycle redesign requires that the industry re-think traditional approaches, re-define staffing roles, accommodate inter-departmental collaboration and eliminate “silos” of information to result in a cohesive, financially healthy operation. The speaker will share knowledge of newest technology trends impacting the revenue cycle. Topics will also include industry regulations, banking and more.

Objectives:

- Learn about the newest trends shaping revenue cycle redesign, including dashboard reporting, payment processing advancements, medical banking, business intelligence and denial management and prevention.

12:00 p.m.

Conclusion

REGISTRATION FORM

**HFMA/AAHAM Education Program
Western Medical Center Santa Ana**

April 3, 2009

Registration Fees

Pre-Registration to March 23, 2009

Rec'd after March 23, 2009

HFMA/AAHAM Member	\$55.00	\$75.00
HFMA/AAHAM Certified Members	\$40.00	\$45.00
Non-Members	\$80.00	\$100.00
Three or More from the Same Facility	\$45.00.	Pre-Registered only must be submitted together.

NOTE: If more than one person from your company is registering, please copy and use separate forms.

Refunds must be requested in writing 72 hours prior to the seminar by fax to (714) 844-9354

Name: _____

HFMA AAHAM HASC Member# _____ **Chapter** _____

Member Certification FHFMA CHFP CPAT CPM

Title: _____

Company: _____

Phone: _____ **Fax:** _____

E-mailAddress: _____

(please print clearly)

Amount Paid \$ _____

Payment Options:

Check One: VISA MasterCard American Express
Card # _____

VISA/MC ONLY-3 digit CVC2 # _____ (Located on back of card after credit card #)

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Billing Street Number (ex: 439) _____ **Billing Zip Code** _____

OR Check Check # _____

Please Make Checks payable to: HFMA Southern California Chapter
Mail check to: Lori Kuwahara
P.O. Box 18687, Anaheim, CA 92817

Contact Info: Lori Kuwahara (323) 266-HFMA (4362)
Email registrations to Lori@hfma-socal.org or fax to (714) 844-9354

NOTE: Confirmations will be sent by E-mail prior to the event.