



Pennsylvania Three Rivers AAHAM Fall Symposium
September 13-14, 2023
Omni Bedford Springs
Total of 18.5 CEUs Offered

AGENDA

Tuesday, September 12, 2023

4:00pm – 9:00pm	Board of Directors Meeting & Dinner Vendor Table Set-Up Available	<i>Buchanon Room</i> <i>Constitution Hall</i>
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Wednesday, September 13, 2023

7:30am – 8:30am	Registration Opens Breakfast Available Meet & Greet with Vendors	<i>Constitution Hall</i>
8:30am – 8:45am	President's Welcome & Sponsorship Recognitions Christine Ifft, Pennsylvania Three Rivers AAHAM Chapter President Brenda Fraas, Pennsylvania Three Rivers AAHAM Chairman of the Board	<i>Colonnade Ballroom</i>
8:45am – 10:00am	Morning Keynote: Every Day Acts of Inclusion: Making a Difference Karin Lund, G-Power Global LLC <i>Examine the idea of inclusion from a hands-on and practical perspective. Meetings are still one of the best training opportunities we have as managers, supervisors, and group leaders. However, we often create atmospheres of exclusion vs. inclusion consciously or unconsciously. This session will offer pragmatic ways to help our meetings be more inclusive. Your group will leave with a different way to evaluate and be more effective in and with the meetings they organize, identify non-productive vs. productive tasks and how to redirect these assignments so they are shared within a group, and evaluate and focus on strengths within a team/department to be more efficient and productive.</i>	<i>Colonnade Ballroom</i>
10:00am – 10:30am	Mid-Morning Break Meet & Greet with Vendors	<i>Constitution Hall</i>



- 10:30am – 11:45pm **Strategy to Address Non-Contracted Payer Plans** *Colonnade Ballroom*
John Olesnavich, AVP, Payer Relations & Contracting, West Virginia University Health System
A presentation that calls out the numerous varieties of non-contracted payer plans including Reference Based Pricing. Understand why and how these payers and plans have become widespread and the significant negative financial impact on providers, along with detailed examples to help identify these plans. Finally, sharing the strategy utilized by WVUM that has been successful in reducing losses from these plans.
- 11:45am – 12:45pm **Lunch**
Meet & Greet with Vendors *Constitution Hall*
- 12:45pm- 1:45pm **Cyber Security – What’s next?** *Colonnade Ballroom*
Benjamin Tweel, Senior Cyber Crime Specialist, Bank of America
Bank of America cyber security expert Benjamin Tweel as we look at the security landscape, latest threats and best practices to protect your business, family and yourself. Come explore the role of cyber security in an ever changing financial landscape.
- 1:45pm – 2:30pm **Updates from National AAHAM** *Colonnade Ballroom*
Lisa Lauderman-Jones
Hear about what is going on at the national level of AAHAM, including membership, elections, certification, government relations, and the Annual National Institute.
- 2:30pm – 3:00pm **Mid-Afternoon Break**
Meet & Greet with Vendors *Constitution Hall*
- 3:00pm – 4:00pm **High-Value Revenue Cycle Assessments** *Colonnade Ballroom*
Caroline Znaneic
Healthcare providers understand how technical and complex the payment system has become and recognize how critical it is to secure every dollar earned. There are a myriad of ways in which payers can withhold or take back payment and providers are striving to provide the best possible care while maintaining a positive bottom line. Process deficiencies and avoidable mistakes undermine the effectiveness of a healthcare provider’s revenue cycle and compliance environments, and many organizations fail to realize as much as five percent in net revenue due to a lack of effective internal controls for mitigating financial, regulatory, and operational risks. This session will explore key revenue cycle areas in which hospitals are commonly at risk for not optimizing revenue and will provide insights on how to best identify and assess for process improvement.



4:00pm – 4:45pm	Panel Discussion: What’s Happening in Patient Access? Moderator: <i>Barbara Winwood, Retired Patient Access Manager & Past Chapter President</i> Panelists: <i>Corey Hahn, UPMC</i> <i>Teresa Carey, Allegheny Health Network</i> <i>Juline Fenton, Manager of Patient Access, Phoenix Rehabilitation</i>	Colonnade Ballroom
6:00pm – 9:00pm	Happy Hour & Dinner Followed by Networking & Bonfire (Weather Pending)	Eisenhower Room Frontier Tavern

Thursday, September 14, 2023

7:30am – 8:30am	Breakfast Available Meet & Greet with Vendors	Constitution Hall
08:30am – 9:15am	Worker’s Compensation – What You Need To Know Anthony Berkebile, Senior Manager, Sunstone Consulting, LLC.	Colonnade Ballroom
9:15am – 10:00am	Information Technology & Revenue Cycle Collaboration Sara Carroll, Senior Manager, BDO <i>Overview and discussion on the importance and approaches for IT and RCM Operations collaboration.</i>	Colonnade Ballroom
10:00am – 10:15am	Brief Mid-Morning Break	
10:15am – 11:00am	Telehealth: After the End of the Public Health Emergency & Compliance Kapil Sharma, Consultant, Source 1 Healthcare Solutions <i>This presentation will provide a summary of the current list of Telehealth services covered, as well as how to define ‘audio only’. Sharma will also review high risks areas such as billing, coding, documentation, and licensing, as well as review the 2024 Final Rule, focusing on telehealth related events. Telehealth in the news topics will be covered such as OIG investigations, privacy risks and other relevant trends.</i>	Colonnade Ballroom
11:00am – 11:45am	Self-Disclosure – When and How to Submit Dan Mulholland, Attorney, Horty, Springer, and Mattern, P.C.	Colonnade Ballroom



11:45am	Event Wrap-Up Raffles/Prizes To-Go Snack Bags	<i>Colonnade Ballroom</i>
1:30pm	Board of Directors & Education Committee Lunch/De-Brief Session	<i>TBD</i>

*** Suggested dress for the conference is Business Casual.
For Wednesday evening/dinner, attendees may dress Casual ***

MEETING REGISTRATION INFORMATION

Register & pay online at **www.threeriversaaham.com**. Click on the Education tab, followed by Upcoming Events to access all the conference details.

Registration Options:

- \$250 Member – Early Bird Special (**paid in full on or before August 17, 2023**)
*** Must be a PA Three Rivers AAHAM member to be eligible for Early Bird Special*
- \$175 Member – 1 Day – Education & Dinner (Wednesday Only)
- \$300 Member – Paid on/after August 18, 2023
*** Must be a PA Three Rivers AAHAM member to be eligible for Member Rate*
- \$400 Non-Member
- \$100 Wednesday Night Happy Hour & Dinner ONLY for Guest

Also, new registration options:

- \$280 Early Bird Rate – Registration AND Membership Ticket Combo (**paid in full on or before August 17**)
- \$330 Registration AND Membership Ticket Combo (paid on or after August 18)
- **\$150 Member - NEW – Virtual Attendee**
- **\$200 Non-Member – NEW – Virtual Attendee**

Due to the final attendees needing to be reporting to Omni Bedford Springs Resort, **NO REFUNDS WILL BE MADE AFTER August 26, 2023, but substitutions will be honored.**

**** Checks can be mailed to: PA Three Rivers AAHAM, PO Box 478, Valencia, PA 16059**



OMNI BEDFORD SPRINGS RESORT

Located in Bedford, Omni Bedford Springs Resort offers 4-star accommodations with a terrace, a restaurant and a bar. With free WiFi, this 4-star resort offers room service and a 24-hour front desk. The property features a seasonal outdoor pool, indoor pool, fitness center and garden. Guest rooms are equipped with air conditioning, a TV with satellite channels, a fridge, a coffee machine, a shower, free toiletries and a desk. Rooms are complete with a private bathroom equipped with a bath and a hairdryer, while certain rooms at the resort also offer a balcony. At Omni Bedford Springs Resort each room comes with bed linen and towels. A buffet, à la carte or continental breakfast is served at the property. The accommodation offers 4-star accommodations with a hot tub. You can play tennis at this 4-star resort, and the area is popular for skiing. The nearest airport is Altoona-Blair County Airport, 30 miles from Omni Bedford Springs Resort.

Hotel reservations can be made at the group rate of **\$199/night** via toll free number – 1-800-843-6664 – by mentioning the group's name – **"2023 Three Rivers AAHAM Fall Conference"** - or through the group's dedicated landing page – <https://www.omnihotels.com/hotels/bedford-springs/meetings/2023-three-rivers-aaham-fall-conference-09122023>. **The cut-off date for guestroom reservations was extended and is now Thursday, August 17th.**



2023 Pennsylvania Three Rivers AAHAM Sponsors

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KeyBridge Medical Revenue Care

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Bureau of Account Management
Commercial Acceptance Company
DeBiase & Levine, Inc.
KeyMed Partners



2023 Fall Conference Speakers



Anthony Berkebile
Senior Manager, Sunstone Consulting, LLC.

Tony has 10 plus years of experience in assisting healthcare providers with billing and reimbursement issues relation to Pennsylvania Workers Compensation and Auto claims. He accurately determines inpatient and outpatient payments so that claims are paid correctly and timely.

Tony obtained a Bachelors of Arts in Business Management and minor in Marketing from the University of Pittsburgh, Greensburg.



Teresa Carey, BSBA – Corporate Director, Patient Access, Allegheny Health Network

Teresa is a Corporate Director, Patient Access at Allegheny Health Network with 21 years of leadership experience in front end hospital operations helping to standardize and optimize registration workflows in outpatient and emergency room settings that have direct impact on the patient experience. Under her direct leadership she has had the pleasure serving multiple hospitals and departments in both medical and behavioral health settings, while collaborating with many functional areas in the revenue cycle and clinical space.

Teresa has participated in several hospital EHR or billing system conversions at both UPMC and AHN hospitals, and most recently the opening of AHN Wexford Hospital. She is currently most enthusiastic about collaborating with her direct team on lean daily management, problem solving, creating efficiencies, and removing wasteful activities that have direct impact on the overall department performance.



Sara Carroll, MBA – Senior Manager, Management Advisory Services, BDO

Sara is a Senior Manager within BDO's Management Consulting, Healthcare practice. She has over 20 years of experience within the revenue cycle sector of the health care industry helping hospitals, health care practices, and systems of varying sizes to improve efficiencies and revenue. She has extensive experience with both operations and information systems, allowing for a holistic and collaborative approach. Sara communicates effectively with either audience and can serve as a translator to help with aligning efforts. Sara has the ability to strategize at a departmental and/or organizational level, while also diving into the details of the specific system build needs to support client strategies.

Sara has been engaged in Epic hospital and physician practice implementations, upgrades, and optimization efforts. Areas of focus have included work queue structure, vendor workflows, self-pay follow-up, vendor selection, and implementation activities. While her hands on build experience is within the Hospital Billing (HB) module of Epic, Sara has worked within all of the Epic revenue cycle modules in the course of her career.



Juline Fenton, Manager of Patient Access, Phoenix Rehabilitation

Juline has been with Phoenix Physical Therapy for 16 years. She worked as Patient Care Coordinator in the outpatient physical therapy offices for eight years and then moved to the Corporate office in 2016. She was promoted to the Manager of Patient Access and has been in that position for the last 5 years. She leads a team of eight RCM Site Trainers who travel to each of the 160 clinics in 11 different states to provide front office training of the Patient Care Coordinators. She also oversees and assists with many projects, initiatives and front office policy creations. She is a member of the RCM Compliance Team and is the resident go to for any issue or questions pertaining to Patient Access.



Cory Hahn – Director, Revenue Cycle, UPMC

Cory has 11 years of health care finance and revenue cycle operational experience in both the hospital and physician services. He is currently responsible for onsite patient facing registration and patient arrival technology encompassing MD practices, hospital outpatient, same day surgery arrivals, and 24/7 emergency department. He oversees a team of approximately 500 Patient Access employees across 22 UPMC hospitals. He is also a graduate of California University of PA (Business Marketing).



Lisa Laudeman, CRCE-I CRCE-P

Manager, Patient Financial Services and Utilization Management, Pennsylvania Psychiatric Institute & AAHAM National First Vice President

For over forty-three (45) years, Lisa Laudeman has been a noteworthy leader in the field of healthcare. You many know her from her work in Revenue Cycle at various hospitals and vendor/consulting companies in Pennsylvania, in particular Pennsylvania Psychiatric Institute in Harrisburg PA, where she has been employed since 2012.

In addition to being a strong manager and leader through her work at PPI, Lisa has demonstrated a true love and commitment to AAHAM both at the National level, and local level, holding various Officer and Committee positions on the Keystone Board for the past 20 years, include serving 4 years as Chapter President. Lisa is the current National AAHAM First Vice President, fostering a commitment to AAHAM's mission and charity working along with ensuring AAHAM certification programs remain the premier certification for revenue cycle professionals. Lisa has been CRCE certified since 1993.

In 2013, Lisa received an invitation to be part of a select group of AAHAM Certified Members asked to develop the CRCP Exam helping to create the road forward to the new Professional Development path available through AAHAM Certification. Her dedication to AAHAM resulted in her winning the Bill Spare National AAHAM Recognition Award in 2019, AAHAM's highest honor. This is one of many awards bestowed on Lisa over the years, a true testament to her dedication.

When Lisa isn't preparing for a Board Meeting, a speaking engagement, or teaching a AAHAM certification training program, she enjoys cooking, spending time with her family and friends, and traveling to vineyards to sample the local wine.



Karin J. Lund

Ms. Lund is an Amazon best-selling author of two books-Compassion is the Competitive Edge-Leading with Compassion while Delivering Results, and Women Of Steel, Women In Steel-Yesterday, Today & Tomorrow. Her first book, The Language of Loss-Breaking the Silence-Starting Conversations at Work and Home and her online program, Your Journey through the Islands of Life and Loss were created to help employers help employees navigate life events. Her online program was in part inspired by a conversation she had with a nurse who said she would have welcomed the opportunity to have read The Language of Loss and work through the online program after the loss of her father and feeling isolated at work from that experience.

Lund is an international speaker and focuses on enhancing women and young professional's careers in non-traditional industries particularly in the areas of inclusion and retention. She readily acknowledges that the discussion of inclusion and retention is relevant within all industries.



**Dan Mulholland,
Horty, Springer and Mattern, P.C**

DAN MULHOLLAND is a senior partner in the law firm of Horty, Springer & Mattern, P.C. in Pittsburgh, Pennsylvania. He is also an editor of the *Health Law Express*, a weekly e-newsletter on health law developments, and a speaker at HortySpringer seminars, podcasts and audio conferences.

Mr. Mulholland was named by *National Law Journal* as one of 40 health care attorneys who have made their mark and he is listed in *The Best Lawyers in America*. Mr. Mulholland has spoken and written extensively concerning a wide variety of health law topics. He regularly advises clients on hospital medical staff, corporate, tax, fraud and abuse, and compliance matters, prepares and negotiates all manner of contracts between hospitals, physicians and managed care organizations. He also serves as trial and appellate counsel in False Claims Act, antitrust, tax exemption, contract and peer review litigation.

Mr. Mulholland is the former Chair of the Credentialing and Peer Review Practice Group of the American Health Lawyers Association. He frequently provides strategic counseling to hospital and health system boards, as well as transactional services regarding mergers, acquisitions, joint ventures and affiliations.

Prior to joining Horty, Springer & Mattern, Mr. Mulholland obtained his undergraduate degree from Duquesne University. He then obtained his Juris Doctor degree from the University of Pittsburgh School of Law.



John Olesnavich
AVP Payer Relations & Contracting, WVU Medicine

John has a Bachelor of Science in Industrial Engineering from Kettering University, as well as a Master of Health Services Administration from University of Michigan School of Public Health. With over 30 years of healthcare experience starting after graduate school with over 10 years at United Healthcare, followed by 14 years in consulting for very large employers, universities and hospitals, and most recently eight years in Payer Relations at WVU Medicine.



Kapil Sharma, Consultant

Source 1 Healthcare Solutions

Kapil Sharma is a highly skilled consultant with expertise in billing, documentation requirements, and upcoming changes in the Telehealth regulatory landscape. Kapil has been instrumental in forging successful partnerships between national Telehealth providers, such as K Health, and prestigious healthcare institutions like Cedar Sinai and Mayo Clinic. With a background in neuroscience and health administration education, he possesses a deep understanding of the healthcare industry. Additionally, Kapil is certified in Privacy through the Healthcare Corporate Compliance Association, further demonstrating his commitment to maintaining confidentiality and data protection in the healthcare sector. Kapil has developed a strong focus on the use of AI and BI in the delivery of care, he ensures strict compliance with processes while implementing innovative solutions.



Barbara Winwood

Retired Patient Access Manager & Past Chapter President

Barbara Winwood has 40 years of experience in Patient Access at UPMC. She started as a Registration Clerk at Eye & Ear Hospital and worked her way up to upper management while raising her family of four (4) boys. During her tenure at UPMC, she had the privilege of working and leading her teams at various hospitals in the areas of Insurance Verification, Financial Assistance, Emergency & Outpatient Registration & Admissions. She has witnessed the many changes and challenges of this department especially as it relates to automation and advances in technology. Barb is also a past President of Three Rivers AAHAM and National AAHAM where she served in multiple roles.



Caroline Znaniec, MBA, MS-HCA, CRIP
Managing Director, Protiviti Inc.

Caroline Znaniec, MBA, MS-HCA, CRIP is a Managing Director with Protiviti's Healthcare Provider Operations Solution Leader. She has extensive professional consulting and industry experience in the healthcare industry. She is a recognized industry speaker and author in the areas of revenue integrity and revenue cycle transformation. Caroline is a member of the AAHAM national certification committee, an advisory board member of the NAHRI and a member of the leadership board with Maryland HFMA.



DIRECTIONS TO VENUE

Mailing Address:

2138 Business 220
Bedford, Pennsylvania 15522

GPS Address:

2198 Sweet Root Road
Bedford, Pennsylvania 15522

The luxurious Omni Bedford Springs Resort is easy to reach by air or car, located in south-central Pennsylvania just 3 miles off the Pennsylvania Turnpike at Exit 146 and Interstate 99.

Bedford Springs is located within a 2.5 hour drive of Pittsburgh, Washington, D.C., Baltimore and Harrisburg, Pennsylvania. Philadelphia is just 3 hours to the east and New York City is a scenic four-hour drive.

FROM PITTSBURGH – 90 minutes

Take I-76 (PA Turnpike) East to Exit 146 (Bedford). Turn right onto Business Route 220. Go 4 miles to Bedford Springs Resort

FROM PHILADELPHIA – 3 hours

Take I-76 (PA Turnpike) West to Exit 146 (Bedford). Turn right onto Business Route 220. Go 4 miles to Bedford Springs Resort

FROM WASHINGTON, D.C. – 2 1/2 hours

Take I-270 North to I-70. Take I-70 West to I-76 (PA Turnpike). Take I-76 West to exit 146 (Bedford). Turn right onto Business Route 220. Go 4 miles to Bedford Springs Resort

FROM BALTIMORE – 2 hours

Take I-70 west to I-76 (PA Turnpike). Take I-76 to exit 146 (Bedford). Turn right onto Business Route 220. Go 4 miles to Bedford Springs Resort.

Additional Driving Times:

1.5 hours from Harrisburg, Pennsylvania (the State Capitol)
3 hours from Cleveland
4.5 hours from New York City
3 miles off of the Pennsylvania Turnpike at Exit 146