



# **3rd Annual Rural Educational Road Show**

## **"A Must Attend Event for PFS Staff"**

***Patient Financial Services Tools and Training for  
Patient Access and Account Management Recovery Staff***

***Presented by:***

**CO HFMA AND ROCKY MOUNTAIN AAHAM/NAHAM CHAPTERS**

***Through the Ongoing Support of these Chapter Providers:***

**July 21<sup>st</sup> - Parkview Hospital, Pueblo**

**July 22<sup>nd</sup> - Colorado Plains Medical Center, Fort Morgan**

**July 23<sup>rd</sup> - Valley View Hospital, Glenwood Springs**

***Who Should Attend: PFS Directors, Billing Managers, and Line Staff***

***Special Thanks to the Program Sponsors  
for their generous support:***

**Marsh USA  
Miles & Peters, PC  
Professional Finance Company, Inc.**

## Program Agenda For Each Location

8:30 – 9:00 am **Registration and Continental Breakfast**

9:00 –10:15 am **“The Hospital Revenue Cycle-A Day in the Life of a Patient Claim**

**Speaker:** Patty Nelson, Compliance Officer and Training Specialist for Advanced Reimbursement Management.

She has served in a number of different training roles, including providing revenue cycle workshops for the Arizona Chapter of HFMA. Patty will identify critical activities in the revenue cycle and the impact front end staff have on the timely submission of clean claims as well as the final outcome of payment by the payer. Participants will have the opportunity to share experiences and best practices with other healthcare professionals.

10:15 –10:30 am Break

10:30 – 11:45 am **“Denial Management”**

**Speaker:** Ellen E. Stewart, FHFMA, JD, Partner, Berenbaum Weinshienk & Eason, PC, Denver, CO

Denials management remains a critical component of a provider's strategic plan to offset declining margins. Ellen will discuss effective denial resolution techniques, accurate reporting processes and effective "how-to's", all with an eye towards reducing provider outstanding A/R levels and accelerating cash flow.

11:45 – 12:30 pm **Lunch & Networking**

12:30 – 1:45 pm **“SSDI and SSI – a Comprehensive Overview”**

**Speaker:** Amanda Mendoza, Manager, Integrated Health Management Services, Denver, Colorado.

Ms. Mendoza has an extensive background within the Government programs and will share her knowledge and insight regarding the requirements and benefits associated with Social Security Administration programs. Specifically she will address Social Security Disability Insurance and Social Security Supplemental Income

1:45—3:00 pm

***“Strategies to Improve Self Pay Resolution”***

**Speakers:** Tim Brainerd, CEO, and Karie Snyder, VP Operations, Revenue Enterprises, LLC, Aurora, CO

The speakers will cover the five key points in self-pay collections:

- Communication techniques at POS/TOS
- Strategies for Clear Patient Statements
- Planning/Making the Collection Call
- Tracking Inbound Call Reasons/Results – To update Communication and Statement Strategies
- Resolving the Self Pay Balance While Improving Patient Satisfaction

3:00pm

**Adjournment**

**Credit Hours – 5.5**

**For additional program information or if interested in Sponsorship opportunities, please contact: Mike Yont, 303-324-2977, [mike@integralhcs.com](mailto:mike@integralhcs.com)**

**Colorado HFMA Rural Education Road Show  
Pueblo, Fort Morgan, & Glenwood Springs  
July 21, 22 and 23, 2010**

Attendee name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Member HFMA \_\_\_\_\_ Member AAHAM - Please indicate member number \_\_\_\_\_

**Additional Attendees from same facility - include name title, membership status and email address:**

---

---

---

**Registration Fees**

Registration: \$25 per attendee \_\_\_\_\_ attendees x \$25 each \_\_\_\_\_

Member or non-member

Please indicate below location attending:

Pueblo: July 21st \_\_\_\_\_

Fort Morgan: limited to 40 attendees July 22nd \_\_\_\_\_

Glenwood Springs: July 23rd \_\_\_\_\_

Total amount enclosed \$ \_\_\_\_\_

**Payment Options:**

**Option 1** - HFMA on Line Registration – NOTE: You do not need to complete the above information if you are registering on line. The URL for on line registration is: [www.hfma-co.org/register.php](http://www.hfma-co.org/register.php)

Only registrants paying program fee are accepted in the on line system.

**Note:** When registering on line for credit card payment, ignore the request for your Pay Pal Account number and go directly to the area to the left. In addition, if you are paying by credit card you need to indicate mailing address in on line registration that is the same as where your credit card bill is being sent or it may not process credit card payment.

**Option 2** – If you are not using the on line registration and prefer to mail or fax your completed registration form, please complete the form above and either mail with check payable to HFMA Colorado to:

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

Or, if faxing the registration, please send to 720-294-0629 with credit card information.

**Questions:** Contact Hal Prink at [halprink@comcast.net](mailto:halprink@comcast.net) or 720-277-7813