



Effective Cash Flow Management, Accounts Receivable, and Patient Access: How You Can Prevent Surprises, Identify Trends and Ensure Efficiency

Audio conference

Wednesday, July 29, 2009

9:00 a.m. – 11:00 a.m. (CST)

Overview

Effective accounts receivable (AR) management involves the ongoing use of statistical analysis to prevent surprises, identify trends and dissect each component of the pending receivables into manageable pieces. During this action-packed session, you will learn:

- The concepts of “macro to micro” monitoring tools from a business officer’s operational perspective.
- How to enhance staff accountability through creating a greater understanding of their contribution.
- Key insights for a “one touch concept” – reduce the manual interventions.
- Introduction of a new AR cash flow management flow chart to help identify the “true days in AR,” while identifying broken processes.
- Analyze the impact of HIPAA in the AR: eligibility, claims processing, follow up, privacy, and what HIPAA will & won’t do!
- Don’t forget the patient friendly focus too!

Using statistical information for decision making and cash flow management/forecasting is the focus of this audioconference.

Target Audience

Compliance officers, hospital legal counsel, risk managers, reimbursement specialists, chief financial officers, business office managers, coding specialists, health information management staff, nurse managers, CDM coordinators, and anyone else involved with reimbursement activities

Faculty

Day Egusquiza brings over 28 years experience in healthcare reimbursement, business office operations, contracting, and compliance implementation. Additionally, her experience includes eight years as a director of a physician medical management billing service. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing insight and guidance as a compliance, HIPAA and APC educator to department heads, as well as business operations staff.

Ms. Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement systems and implementing an operational focus of compliance-both in hospitals and practices. She has been on the AAHAM national advisory council, HFMA national advisory council, HFMA faculty, CCH reimbursement advisory board and is a past president of the Idaho HFMA chapter. She has been highlighted in The Joint Commission’s *Six Hospitals in Search of Excellence*; Zimmerman’s *Receivable Report and Health Care Biller*; HFMA’s *HFM & Patient Accounts*, as well as other healthcare publications. She received the Idaho Hospital Association “Distinguished Service Award” for her legislative work and training on new indigent law. HFMA ANI’s attendees voted her in the top 25% of presenters, giving her the distinguished speaker recognition at each ANI where she has spoken. She has been the chair of the AICPA Health Care Conference for the past five years, and a presenter each year. Her strength is taking complex regulatory rules and creating practical implementation guides.

Continuing Education

Certificates of Attendance will be issued to all registrants attending this audio conference. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

Registration

\$170 for AHA members

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received confirmation via the e-mail provided on the registration form at least three business days prior to the event, please contact Romeeka Taylor at 501-224-7878, or via e-mail to rtaylor@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from AHA or if you are unable to download or open presentation materials, please contact AHA two days prior to the event to allow time to address the issue.

Substitution, Transfer and Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Romeeka Taylor at 501-224-0519.

REGISTRATION FORM

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Registration Fee \$170 for AHA members

Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person _____

Organization _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Method of Payment

Check in the amount of \$_____ payable to the Arkansas Hospital Association is enclosed.

Credit Card # _____ Visa MasterCard

Cardholder's Billing Address (including zip code) _____

Expiration Date _____ Name on card _____

Signature _____

Mail form and payment to

Romeeka Taylor, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.