



The Southern California Chapters of HFMA, HIMSS & AAHAM

Proudly Present

Revenue Cycle Boot Camp

Irvine:	Wednesday, October 14, 2009	Cisco Systems, Inc.
Bakersfield:	Thursday, October 15, 2009	Mercy Hospitals of Bakersfield
San Bernardino:	Friday, October 16, 2009	San Bernardine Medical Center

Program Agenda

7:45 - 8:25 a.m.	Registration & Continental Breakfast
8:25 - 8:30 a.m.	Announcements
8:30 - 9:45 a.m.	Discovery Driven Revenue Growth

Bill Phillips, FACMC, CHC

Vice President & Chief Revenue Officer, Revenue Strategies, Inc.
Former Partner and National Director of Managed Care Practice at KPMG

Presentation Overview:

The In uncertain times, driving revenue growth is paradoxical; everyone recognizes its importance. Yet it is easy to get it wrong because it is difficult to know which growth strategies work and which don't. Discovery driven revenue growth begins by recognizing that bold outcomes are not always predictable. You have to discover the new idea and then deliberately redirect your strategy. Unlike conventional decision-making, you cannot know the outcome "a priori" – because the data to confirm your revenue growth doesn't yet exist.

To grow revenue, one must first have a laser-focus on effective strategies. Second, one must execute the strategy successfully. Third, one must weave this strategy into the revenue cycle. In this session, we will show healthcare financial managers how to successfully drive revenue growth.

Objectives:

In this session, you will learn:

- What discovery drive revenue growth is?
- How to apply the discovery driven revenue growth in your organization.
- How much revenue can be added?

9:45 - 10:00 a.m. Break

10:00 - 11:00 p.m. A New Pathway to Cash Acceleration: Working Smarter Results in More Money

*Sarath Degala, MBA, MHA
Director, Revenue Cycle Practice, IMA Consulting*

Presentation Overview:

This presentation will focus on proactive steps that can be taken from the point of scheduling through accounts receivable to ensure payment for services provided.

Developing process in Patient Access and Patient Accounting to work by exception requires the organization to break away from the traditional reactionary approach of managing patient encounters. This presentation will provide information on how organizations can focus on exceptions to ensure their staff efficiently turns accounts receivable into cash. The exception method ignores accounts that are being processed for payment and focuses on accounts that need attention.

The presentation will discuss technology options for Patient Access and Patient Accounting, such as in-house system capability, a home-grown database solution or "bolt-on" packages; and how to determine which option may be the best of your situation.

Objectives:

- Understanding how to increase cash collections
- Understanding the tools and systems needed to migrate to this methodology
- Determining where problems exist within the Revenue Cycle.

**11:00 - 12:15 p.m. Is There Hidden Cash in Your Data Center Server?
Accelerating Cash Flow with Predictive Analytics**

*Bryan Healy & David McLurg
Principals, IVAR LLC*

Presentation Overview:

There is an old saying that a dollar today is worth more than a dollar tomorrow. That is never more accurate than today. The current financial conditions have tightened the capital markets for everyone. One very effective but underutilized strategy is to accelerate cash flow and reduce costs by using predictive analytics at all stages of the revenue cycle.

Learn and fully understand the impact of predictive modeling on the accounts receivable management portion of your revenue cycle. Your hospital's financial health can be immediately improved by implementing strategies that will accelerate cash flow from receivables as close to billing as possible. These strategies will improve your hospital's Net Income, Days of Cash on Hand, and Net Patient Days in AR.

Objectives:

- Predictive Analytics and the Revenue Cycle
- Strategies to Accelerate Cash
- Identifying and Reducing Hidden Costs
Quantifiable Impact on a Hospital's Financial Health

Education Session Locations:

Irvine **Wednesday, October 14, 2009** **Cisco Systems, Inc.**

Laguna 2 and 4 Conference Rooms (on UC Irvine Research Park Campus)
130 Theory, Suite 100
Irvine, CA 92617

Free Parking

Bakersfield **Thursday, October 15, 2009** **Mercy Hospitals of Bakersfield**

The Clerou Conference Room
(on the main floor by the circular driveway entrance off Truxtun Ave.
2215 Truxtun Avenue
Bakersfield, CA 93301

Free Parking

San Bernardino **Friday, October 16, 2009** **San Bernardine Medical Center**

Carmel Conference Room in the Matich Center
2101 N. Waterman Ave.
San Bernardino, CA 92404
(All Attendees **MUST** check in at the main hospital entrance to
receive a required visitor wrist band before proceeding to the meeting room.
Please plan your time accordingly.)

Free Parking

Speakers Bio

Bill Phillips, FACMC, CHC

Bill Phillips is Adjunct Professor - Healthcare Finance in Health Services Management at The George Washington University and Vice President and Chief Revenue Officer at Revenue Strategies, Inc., where he helps hospitals improve revenue performance and margin.

With 25 years of hospital management and consulting experience, Bill has directed operations in community hospitals and academic medical centers. As Partner at KPMG, he directed the firm's "National Managed Care Practice". A frequent revenue cycle speaker and author, Bill founded the "CFO Boot Camp™", a nationally recognized training program for new CFOs.

Sarath Degala, MBA, MHA

Sarath Degala, M.B.A., M.H.A., has experience in all aspects of the revenue cycle and has worked in patient access, patient accounting and project management as a provider and consultant. He is a proven leader with excellent communication skills and the ability to drive process improvements and change within an organization.

Sarath has served multiple roles during his consulting career including interim management services for a Centralized Business Office and was responsible for more than \$300M in AR. He reported directly to the CFO on the progress of a \$16M initiative to reduce a billing backlog and to increase efficiency across several departments including Health Information Management, Business Office Operations, and Audit & Compliance. He has also redesigned a Centralized Business Office where he was responsible for \$680M in AR and realized \$22M of annualized net benefit to client after 90 days through a rapid performance improvement plan.

Bryan Healy

Bryan is the Managing Principal of IVAR, LLC and a Co-Founder. Mr. Healy started his career as consultant for Deloitte & Touche. While at Deloitte & Touche, Mr. Healy spent the majority of his time performing operational assessments of large ERP systems (SAP R3, Oracle Financials) for multiple Fortune 500 Companies. The goal of the operational assessments was to identify gaps in existing processes and align the technology to close the gaps and maximize efficiencies. Bryan then joined a healthcare revenue cycle company that provided a holistic solution for hospital revenue cycle inefficiencies in hospitals. During this experience, the concept and vision of IVAR was created. Mr. Healy holds a Bachelor of Science in Computer Information Systems from Arizona State University. Mr. Healy also holds a Masters in Business Administration from the W.P. Carey School of Business at Arizona State University.

David McLurg

David is a Principal of IVAR, LLC and a Co-Founder. He is also the Co-Founder and current chairman of Impact Data, LLC, a leading provider of geo-economic analytic solutions that increase the profitability of customer interactions. It assists industry leaders optimize interactions throughout the customer life cycle from early customer management through the collection of outstanding debt. Mr. McLurg has over 28 years of leadership and success, in a multitude of industries, including the last 9 years in Accounts Receivable Management (ARM). He held senior executive roles with several leading ARM firms and was instrumental in the development of business with many of nations leading Fortune 500 credit issuers including American Express, Bank of America and Citibank. He has been involved in purchasing, recovery and selling of several billion dollars of consumer debt. He has considerable accomplished experience and significant contacts in Healthcare throughout North America.