



**HFMA Appalachian Chapter of Central Pennsylvania  
EDUCATION SESSION**

**AAHAM and HFMA Joint Meeting**

**Wednesday, April 28, 2010**

**Meeting Information**

**PROGRAM OBJECTIVES:** To provide senior and intermediate level education on: (1) Current governmental issues; (2) Pre-Encounter Services including insurance verification, financial clearance, and pre-service collections; (3) the Revenue Cycle process and questions every leader should be asking about the process; and (4) common mistakes in the Provider Enrollment process.

**TARGET AUDIENCE:** Chief Executive Officers, Chief Financial Officers, Controllers, Reimbursement & Budgeting Directors/Managers, Revenue Cycle Directors/Managers, Patient Accounting Directors/Managers, and Patient Admissions Directors/Managers.

**PREREQUISITES:** Advanced Preparation is not required.

**CPE CREDITS:** 7.00 Other CPE hours

**DRESS:** Business Casual

**LOCATION:** **EDEN RESORT, 222 EDEN ROAD LANCASTER, PA 717-569-6444**

**\*\*\*PLEASE NOTE CHANGE IN MEETING LOCATION\*\*\***

*Directions to this location available at the following link:*

**<http://www.edenresort.com/contact-us/directions>**

**ROOMS:** For early arrivals, a block of rooms is being held in HFMA's name. To reserve a room, call the Eden Resort reservation desk at 717-569-6444 or fax at 717-569-4208. Rooms will be held until April 13, 2010. Please tell them that you are reserving in HFMA's block. The price of a room is \$99.95. The attendee is responsible for all charges associated with the room rental.



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**AGENDA**

- 7:30 a.m. Board Meeting**
- 8:30 a.m. Registration and Continental Breakfast**
- 9:00 a.m. Welcome and Announcements**
- 9:15 a.m. Washington Update**  
*Richard Gundling, VP Healthcare Financial Practices, HFMA*
- 10:45 a.m. Break**
- 11:00 a.m. Ten Questions Leadership Should Be Asking About Their Revenue Cycle**  
*Mike Ronning, VP of Client Services, Re/Solutions*
- 12:30 p.m. Lunch**
- 1:30 p.m. Medicare Provider Enrollment-Common Mistakes and How to Make the Process Easier**  
*Kimberly Warren, Director, Customer Services, Highmark Medicare Services*
- 3:00 p.m. Break**
- 3:15 p.m. Implementation of a Pre-Encounter Unit and Panel Discussion**  
*Teri Donohue, Senior Consulting Manager, IMA Consulting*  
*Richard Madison, VP Revenue Cycle Operations Crozer-Keystone Health System*  
*Susan H. Majka, Corporate Director of Patient Access*  
*Lauren Delpino, Director of Patient Access*
- 4:45 p.m. Adjourn**

## **Biographies -**

### **Richard Gundling, VP Healthcare Financial Practices, HFMA**

Mr. Richard Gundling is vice president for the Healthcare Financial Management Association (HFMA). Rick is responsible for the technical and content direction for HFMA, leadership of its Washington DC office activities, and the development of products and services. He also serves as staff liaison to the Principles and Practices Board of the HFMA. Rick has written an extensive number of published articles on broad topics within healthcare finance and the healthcare industry. HFMA is a professional association with over 35,000 members engaged in the financial management of the healthcare sector.

### **Mike Ronning, VP of Client Services, Re/Solutions**

Mr. Michael Ronning is the VP, Client Services of **re|solution** ([www.ereso.com](http://www.ereso.com)), a Broomfield, Colorado-based revenue cycle optimization organization providing solutions for the business challenges faced by health care providers. Mr. Ronning has unique expertise, gained from working on both the provider and vendor sides of revenue cycle management. On the provider side he has held management positions at a number of hospitals including M.D. Anderson Cancer Center and Texas Children's Hospital. On the vendor side he has served in various executive positions for other healthcare receivables management companies including Associate VP of Revenue Cycle Management for Perot Systems Healthcare.

Mr. Ronning's capabilities encompass all aspects of revenue cycle management including patient access, hospital business services, managed care contracting and PHO management, and CBO operations. His focus is on restructuring revenue cycle departments, turning around unprofitable operations, and training and mentoring staff and management.

A graduate of Providence College (BS), Mr. Ronning also holds a Master of Health Administration degree from Saint Louis University.

### **Kimberly Warren, Director, Customer Services, Highmark Medicare Services**

Kimberly Warren began her career at Highmark in October, 1989. She has 20 years of Medicare management experience specializing in customer service functions, including beneficiary and provider inquiries, provider outreach, provider credentialing/enrollment, and Electronic Data Interchange (EDI). In my current role as Director, Customer Services, I oversee three operational departments with over 250 employees. She is responsible for the MAC J12 Part A/B functions of the customer contact center, provider enrollment, and Electronic Data Interchange (EDI) services and oversees all aspects of each of these operations, including ensuring compliance with CMS standards, accurate and timely implementation of CMS changes and mandates, developing and maintaining proper management controls, fiscal administration, responding to variances in workloads and staffing, implementing process improvements, and deploying new technology.

### **Teri Donohue, Senior Consulting Manager, IMA Consulting**

Terri Donohue, MBA is a Senior Consulting Manager at IMA Consulting. Terri has over 25 years of healthcare experience in Revenue Cycle Management and System Implementation. Prior

to joining IMA Consulting, Terri worked in hospital revenue management and physician practice management.

**Richard Madison, VP, Revenue Cycle Operations, Crozer-Keystone Health System**

Rich Madison is the Vice President for Revenue Cycle Operations at a 5-hospital health system located in Delaware County, Pennsylvania. Rich has over 26 years of combined industry and consulting experience. Prior to his current position, Rich was a Partner with in a healthcare consulting firm.

**Susan H. Majka, Corporate Director of Patient Access**

Susan Majka joined Crozer Keystone Health System in 1994. Since 2001, she has served as the Corporate Director of Patient Access for a five hospital health system. Susan has over 25 years of progressive professional experience in healthcare including access management, accounts receivable and billing. Prior to her current position, Susan spent 13 year working at Independence Blue Cross.

**Lauren Delpino, Director of Patient Access**

Lauren Delpino joined Crozer Keystone Health System in August 2008 as the Director of Patient Access at Delaware County Memorial Hospital, a 215-bed hospital which is a part of five hospital health system. In November 2009, Lauren became the Director of the Patient Services Center. Lauren has been working in healthcare for over 19 years.

**HFMA THANKS THE FOLLOWING SPONSOR**





Wednesday April 28, 2010

**FAST FAX RESPONSE**  
**TO:** Carrie Frey  
Memorial Hospital  
**FAX #:** (717) 849-5755

HFMA Appalachian Chapter of Central Pennsylvania  
**Registration Form**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_@\_\_\_\_\_

HFMA MEMBER?  Yes  No  
AAHAM MEMBER?  Yes  No

ATTENDING LUNCH?  Yes  No

*The following individual(s) also will attend:*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Educational seminar fee includes materials and lunch.  
HFMA or AAHAM Member – **\$65** Student/Retired/Unemployed Member - **\$30**  
Non-HFMA or AAHAM Member - **\$90**

**Make check payable to: HFMA APPALACHIAN CHAPTER**

Please **Fast FAX registration form by April 18, 2010** and follow-up with a check to:  
Carrie Frey, Reimbursement & Budget Manager  
Memorial Hospital  
325 S Belmont Street, York, PA 17403  
Phone: (717) 849-5450 Fax: (717) 849-5755 Email: Cfrey@mhyork.org

Sponsoring Member Name: \_\_\_\_\_

Sponsoring Member Number: \_\_\_\_\_

**Please Note: To avoid being charged the full registration fee, cancellations MUST be made 72 hrs prior to the meeting date by calling or emailing Carrie Frey. Thank you.**