



HFMA Appalachian Chapter of Central Pennsylvania
Thursday, July 26, 2007
HACC

Meeting Information

PROGRAM OBJECTIVES: To provide an intermediate session that will incorporate extensive case study information and reveal the unique method “best-performing” providers have used to conduct in-depth self-assessments that revealed the “flaws” in the industry’s “traditional” revenue cycle benchmarks and indicators while also providing an interactive session focused on denial trends to help identify “real” causes of denials.

TARGET AUDIENCE: All Financial Executives; and all revenue cycle leaders, including access, patient financial services, HIM, case management and compliance areas.

PREREQUISITES: Advanced Preparation is not required

CPE CREDITS: 7 Other Hours

DRESS: Business Casual

LOCATION: Wildwood Conference Center
Harrisburg Area Community College
One HACC Road, Harrisburg, PA
Phone: 780-2678

Directions to this location available on the Chapter’s website at:

http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf



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AGENDA

- 7:30 a.m.** *Board Meeting*
- 8:30 a.m.** *Registration and Continental Breakfast*
- 8:45 a.m.** *Announcements and Chapter Business*
- 9:00 a.m.** **Bobette Gustafson, President, Gustafson and Associates**
*“Finding the Treasures Hiding Beyond the
Traditional Revenue Cycle Benchmarks”*
- 10:30 a.m.** **Break**
- 10:45 a.m.** *“Finding the Treasures Hiding Beyond the
Traditional Revenue Cycle Benchmarks” cont.*
- 12:00 p.m.** *Lunch*
- 1:00 p.m.** **Raffle and Announcements**
- 1:05 p.m.** **Bobette Gustafson, President, Gustafson and Associates**
“Don’t Manage Denials... Eliminate Them!”
Interactive Workshop
- 2:30 p.m.** **Break**
- 2:45 p.m.** *“Don’t Manage Denials... Eliminate Them!” cont.*
- 4:00 p.m.** **Adjournment**



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Speaker Bio:

Bobette Gustafson

As founder and principal of Gustafson + Associates, Bobette Gustafson feels privileged to work with talented and devoted associates who share her passion for helping clients achieve their visions. Her inspirational and energetic leadership style reflects more than 25 years of experience in healthcare business and revenue cycle-related activities. In her roles as project administrator, facilitator, trainer, and consultant, she has focused on access, billing and financial counseling, as well as information systems, medical records and patient case management. Bobette derives special satisfaction from equipping her clients with the skills they need to serve as their own consultants - and to continue to build their own success. An avid boater, Bobette also loves to travel the waterways of the world with her family, meeting new people who help open her eyes to new perspectives. Her accomplishments include: evaluating the effectiveness and performance of the centralized business office operations of various multi-hospital systems, establishing benchmark data, and developing the associated improvement plans; developing and presenting numerous receivables management seminars for the Healthcare Financial Management Association, the American Guild of Patient Accounts Management, the Healthcare Access Managers Association and other professional groups, and publishing numerous healthcare receivables articles and serving as a manuscript reviewer for various publications. An alumna of Loyola University, Chicago, Bobette continues to be an active member of the Healthcare Financial Management Association, having held all leadership positions in her local chapter and served a term on the National Board of Directors. She values the unparalleled leadership experience, the education, and the friendships she has gained.



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FAST FAX RESPONSE

TO: Marilyn Butler
 Holy Spirit Hospital

FAX #: (717)
 763-3043

Registration Form

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____ @ _____

HFMA MEMBER? Yes No

The following individual(s) will also attend:

Name: _____ Title: _____

HFMA MEMBER? Yes No

Name: _____ Title: _____

HFMA MEMBER? Yes No

Educational seminar fee includes materials and lunch.

HFMA Member – **\$65** Student/Retired/Unemployed Member - **\$30**

Non-HFMA Member - **\$90**

Make check payable to: HFMA APPALACHIAN CHAPTER

Please **fast FAX registration form by July 18, 2007** and follow-up with a check to:

Marilyn Butler, Reimbursement Manager

Decision Support Department

Holy Spirit Hospital

503 N. 21st Street, Camp Hill, PA 17011-2204

Phone: (717) 763-2584 Fax: (717) 763-3043 Email: mbutler@hsh.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 Marilyn Butler.

Thank you.