



# Louisiana Hospital Association Management Corporation

## Taking Charge of the Revenue Cycle

Wednesday and Thursday, November 11-12, 2009

LHA Conference Center

**NEW LOCATION:** 2334 Weymouth Drive

Baton Rouge, LA 70809

(225) 928-0026

### Program Description

Despite many years of revenue cycle management activities, healthcare providers continue to struggle to preserve consistent positive results. Day-to-day revenue cycle processes are critical to a hospital's strategic effort to obtain accurate reimbursement and manage cash flow. It is difficult to find extra hours to address problems and situations that may arise without a practical plan that has the greatest impact on (a) the bottom line and (b) the integrity of what is reported to external agencies. This program is designed to focus on the processes and practices that address the touch points of the revenue cycle with the greatest opportunity for improvement; look at the real importance of accurate documentation; understand the effects of placing the emphasis on "upstream" versus "downstream" activities; minimize the volume and dollar size of denied claims; improve the speed of collections; and, understand what "pay for reporting" and "pay for performance" really mean to the organization.

### Who Should Attend

CFOs, Hospital Senior Management, Managed Care Director/Personnel, Utilization Review/Case Managers, Business Office Supervisors, Revenue Cycle Managers, Health Information Management Directors and Patient Access Coordinators.

### Continuing Education Credit

*Participants* will receive, upon completion of workshop, a certificate documenting the completed continuing education/clock hours.

### Faculty

**Jackie Hodges, MBA, RHIA** – President, HRC Strategies, LLC, is an award-winning Executive with over twenty-five (25) years of comprehensive experience and a proven track record of spearheading large-scale projects and implementing facility-wide programs for hospitals, health systems, physician practices, home health and rehab agencies in areas such as revenue cycle, risk management, quality management, accreditation, regulatory compliance, and reimbursement. She holds a MBA from Tulane University and an undergraduate degree in Health Information Management from the University of Louisiana at Lafayette. Mrs. Hodges is an adept communicator and speaks extensively at the national, regional and state levels on a myriad of healthcare issues spanning Reimbursement, Denials/Remittance Management, Accreditation and Licensing, Third Party Payer Integration, and Fraud/Abuse Compliance. She currently advises health care providers on a variety of revenue cycle issues. In 2008, she served as a member of international team working with the Government of Thailand, helping them address international multi-governmental and multi-regulatory licensure and accreditation requirements to expand their Business to Business Relationships.

Co-Sponsored by:



## Agenda

### Day 1 Wednesday, November 11, 2009

8:30 a.m. ó 9:00 a.m.	Registration
9:00 a.m. ó 9:15 a.m.	Welcome/Objectives
9:15 a.m. ó 12:00 p.m.	Education Program <i>Key Industry Issues, Changing the Face of HealthCare</i> <i>Main reasons positive results have not been consistent and sustainable.</i> <i>Implications of internal revenue cycle processes on external market perceptions of healthcare providers.</i>
12:00 p.m. ó 1:00 p.m.	Lunch (Provided)
1:00 p.m. ó 4:00 p.m.	Education Program <i>Review of Key Revenue Cycle areas with greatest opportunity to improve the bottom line.</i>

### Day 2 Thursday, November 12, 2009

8:00 a.m. ó 8:30 a.m.	Registration
8:30 a.m. ó 10:00 a.m.	Education Program <i>Key Claims Submission &amp; Recovery Strategies</i> <i>Demand Notices</i> <i>When to involve key Stakeholders, Patient, Employer, Legal Counsel and the Department of Insurance</i>
10:00 a.m. ó 10:15 a.m.	Break
10:15 a.m. ó 12:30 p.m.	Education Program <i>Drive data validation to Drive Revenue</i> <i>The evolution to a dynamic Revenue Cycle Management Model – get right in “real time.”</i>
12:30 p.m.	Adjourn

### **Registration Information**

This seminar will be conducted at the **NEW Louisiana Hospital Association Conference Center**, 2334 Weymouth Drive, Baton Rouge. The fee of **\$250.00** for member hospitals/per person and **\$350.00** for non-member hospitals/per person includes seminar, printed materials, lunch and refreshment breaks. A corporate rate has been established at the **Holiday Inn-South, 9940 Airline Highway, (225) 924-7021**. Please call the hotel directly and ask for the room rate of the Louisiana Hospital Association for the appropriate dates. Registrations may be mailed or faxed directly to the Louisiana Hospital Association. Registrations that are mailed **must** include payment by check or credit card. Visa, MasterCard or American Express are accepted. You may also fax your registration form to **(225) 923-1004**, with a Visa, MasterCard or American Express number. Registrations by fax will be accepted if method of payment is indicated on registration form (check being mailed, etc.). All information is handled through a confidential fax and blotted out before it is forwarded to the registrar. **Registration forms must be received into the LHA office by 5:00 p.m. one week prior to the scheduled event date.** This applies to registrations that are received by mail or fax. An email confirmation will be forwarded to all registrants who list an accurate email address. Registrations may be confirmed by phone. It is recommended that a copy of your registration form be faxed to LHA prior to submitting it to your facility's accounting department in order to reserve your seat in the class.

### **Cancellation/Refund Policy**

We realize that problems can occur that may necessitate registration cancellations. Cancellations received in writing up to one week prior to a scheduled event will be charged a cancellation fee of \$50.00. This fee covers some of the administrative costs associated with processing refunds, printing costs for handout materials, hotel guarantees, etc.

### **Refunds**

Cancellations received less than one week prior to the scheduled event or those who fail to attend are non-refundable. However, registrants who are unable to attend an LHA educational event are permitted to and encouraged to send a substitute at no extra charge. Any sleeping room arrangements made with the local hotel must be cancelled directly with the hotel to avoid charges that are part of the hotel's cancellation policy.

### **New Location Directions**

The Louisiana Hospital Association has a new conference center located just across the street from the LHA Headquarters Building. The new conference center address is 2334 Weymouth Drive. From I-12, exit Airline Highway North, go to the 2<sup>nd</sup> red light-Old Hammond Highway and turn left. Turn left at the next light onto Drusilla Lane. At the 2<sup>nd</sup> street, Brookline Avenue, turn left. At the first block on the left is Weymouth Drive. Turn left onto Weymouth Drive and the new conference center is the second driveway on the left

# LOUISIANA HOSPITAL ASSOCIATION

Management Corporation



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### Registration Form

**\*Confirmations will be sent by email only**

\$250.00 for member hospitals / per person      \$350.00 for non-member hospitals /per person

Name \_\_\_\_\_ E-Mail: \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_ E-Mail: \_\_\_\_\_

Title \_\_\_\_\_

Healthcare Organization \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_

Visa / MasterCard / American Express (circle one) # \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Registrations that are mailed **must** include payment by check or credit card. Visa, MasterCard or American Express are accepted. You may also fax your registration form to (225) 923-1004, with a Visa, MasterCard or American Express number. Registrations by fax will be accepted if method of payment is indicated on registration form (check being mailed, etc.). All information is handled through a confidential fax and blotted out before it is forwarded to the registrar. **Registration forms must be received into the LHA office by 5:00 p.m. one week prior to the scheduled event date.** This applies to registrations that are received by mail or fax. An email confirmation will be forwarded to all registrants who list an accurate email address. Registrations may be confirmed by phone. It is recommended that a copy of your registration form be faxed to LHA prior to submitting it to your facility's accounting department in order to reserve your seat in the class.

Make check payable and mail to:

**Louisiana Hospital Association – Management Corporation**

9521 Brookline Avenue, Baton Rouge, Louisiana 70809-1431

Phone: (225) 928-0026 Fax: (225) 923-1004

**Americans With Disabilities Act** The Louisiana Hospital Association will make every effort to provide reasonable accommodations for physically challenged attendees who require special services. When registering, please attach a written description of needs to the application.

**LHA Code # M0942014**