

Panel

Remodeling staff structures and performance expectations amid shortages

2023 Fall member retreat

Beth A. Carlson

Senior Enterprise Director,
Revenue Cycle Integration

WVU Medicine

Kris Seymour

Director, Revenue Cycle Transformation
and PMO

Wellstar Health System

Jennifer Salinas

Administrative Director,
AR Management

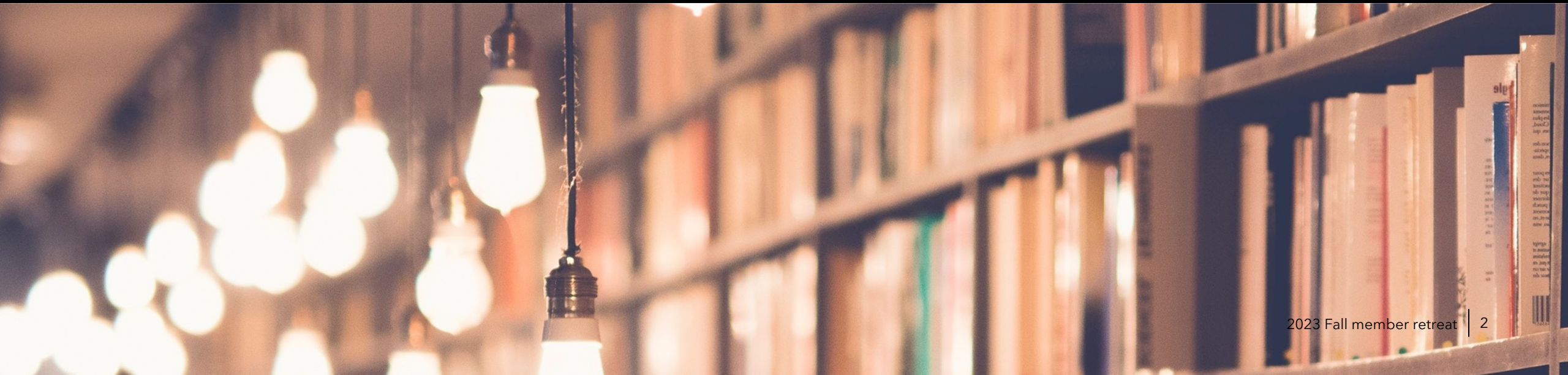
Memorial Healthcare System

Fort Lauderdale

Learning objectives

Remodeling staff structures and performance expectations amid shortages

- Listen to peers explain how they have redesigned their teams and workflows throughout the revenue cycle to help meet changing demands, staffing and patient needs
- Learn from organizations that have been able to rise to the challenges posed by budget constraints, shortages, changing technology, etc.
- Compare strategies, engage in discussion, and ask your most pressing questions with respect to staff engagement, hybrid work, and organizational inclusion and cohesiveness



2023 Fall member retreat panelist

Our first panelist:



Beth A. Carlson

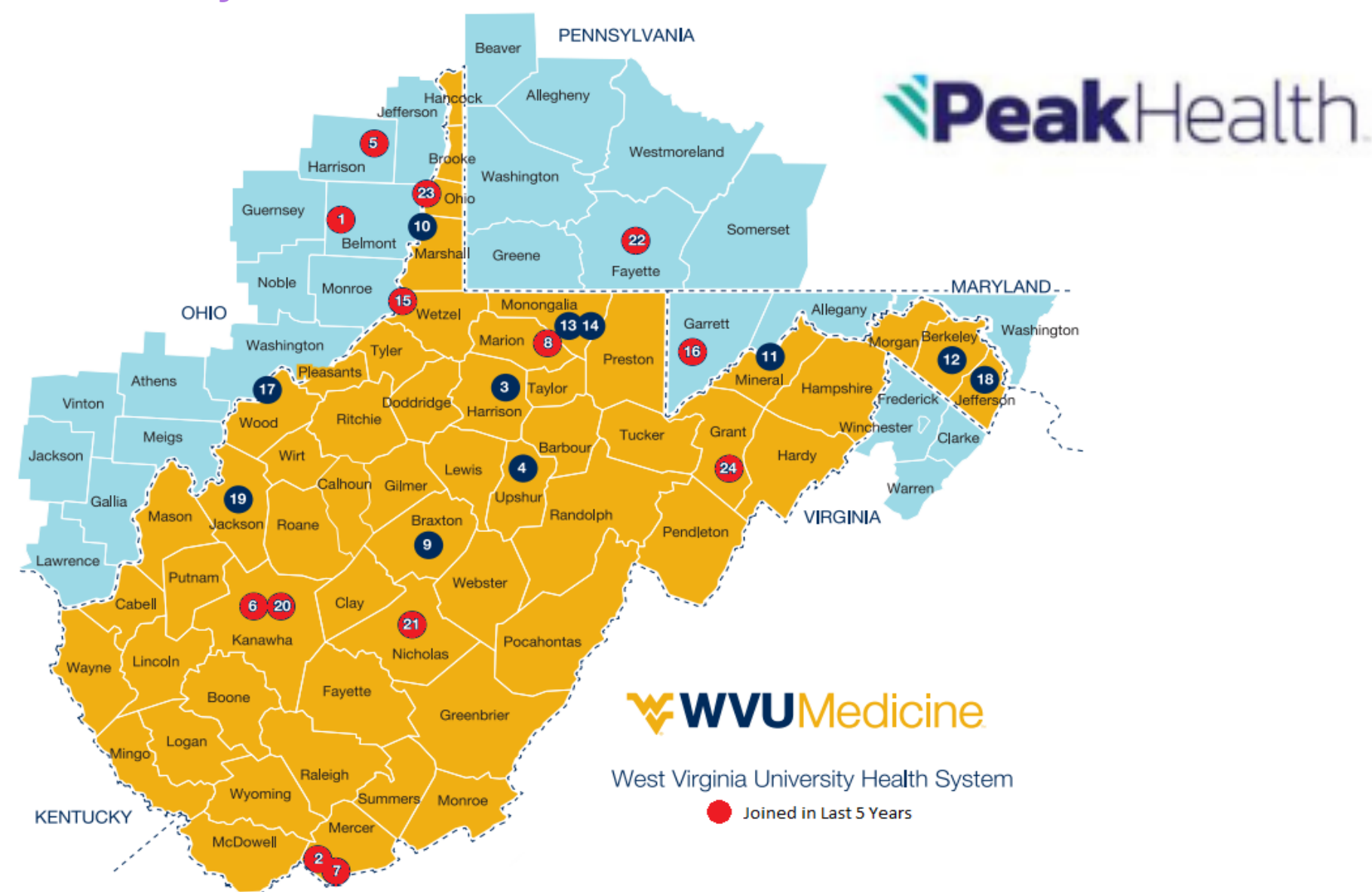
Senior Enterprise Director, Revenue Cycle Integration

WVU Medicine is a health system comprised of 18 hospitals across West Virginia, Maryland, Pennsylvania, and Ohio, where Beth is responsible for revenue cycle quality and training, vendor management, systems and integration as well as performance assurance.

Her healthcare revenue management experience spans both non-profit and for-profit payer and provider health systems for the past 14 years.

She is an accounting graduate of Florida State University and received her Masters in Health Administration from Ohio University.

The WVU Medicine Journey



Our revenue cycle integration

VP Revenue Cycle

Patient Financial
Engagement

Revenue
Integrity

Patient Financial
Services

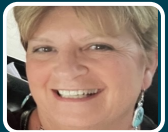
Revenue Cycle
Integration



Beth Carlson | Senior Director,
Revenue Cycle Integration



Director, Revenue Cycle
Integration



Manager, Revenue Cycle Quality
& Training



Revenue Cycle Project Manager

Quality and training

- Perform quality assurance review of staff activities and E2E account audits
- Lead facility staff integration to system roles
- Develop annual training and development plans including refreshers
- Coordinate communications and education for new processes and upgrades

Legacy AR support

- Manage transaction activity and AR work down in 20+ legacy systems
- Ensure compliant and accurate data archival for legacy transactions

Systems optimization

- Lead Epic go-live initiatives for revenue cycle applications
- Prioritize tickets, test system enhancements and new process design
- Revenue Cycle Builder and Upgrade testing support
- EDI capabilities; Automation initiatives, RPA

Performance assurance

- Revenue cycle analytics; Performance scorecards and quarterly performance reviews
- Dashboard/KPI monitoring and Rapid Response projects
- Execute annual audit plan and revenue cycle compliance reviews

Vendor management

- Oversee vendor relationships and performance
- Evaluate RFI and RFP for revenue cycle services
- Analyze and minimize cost to collect

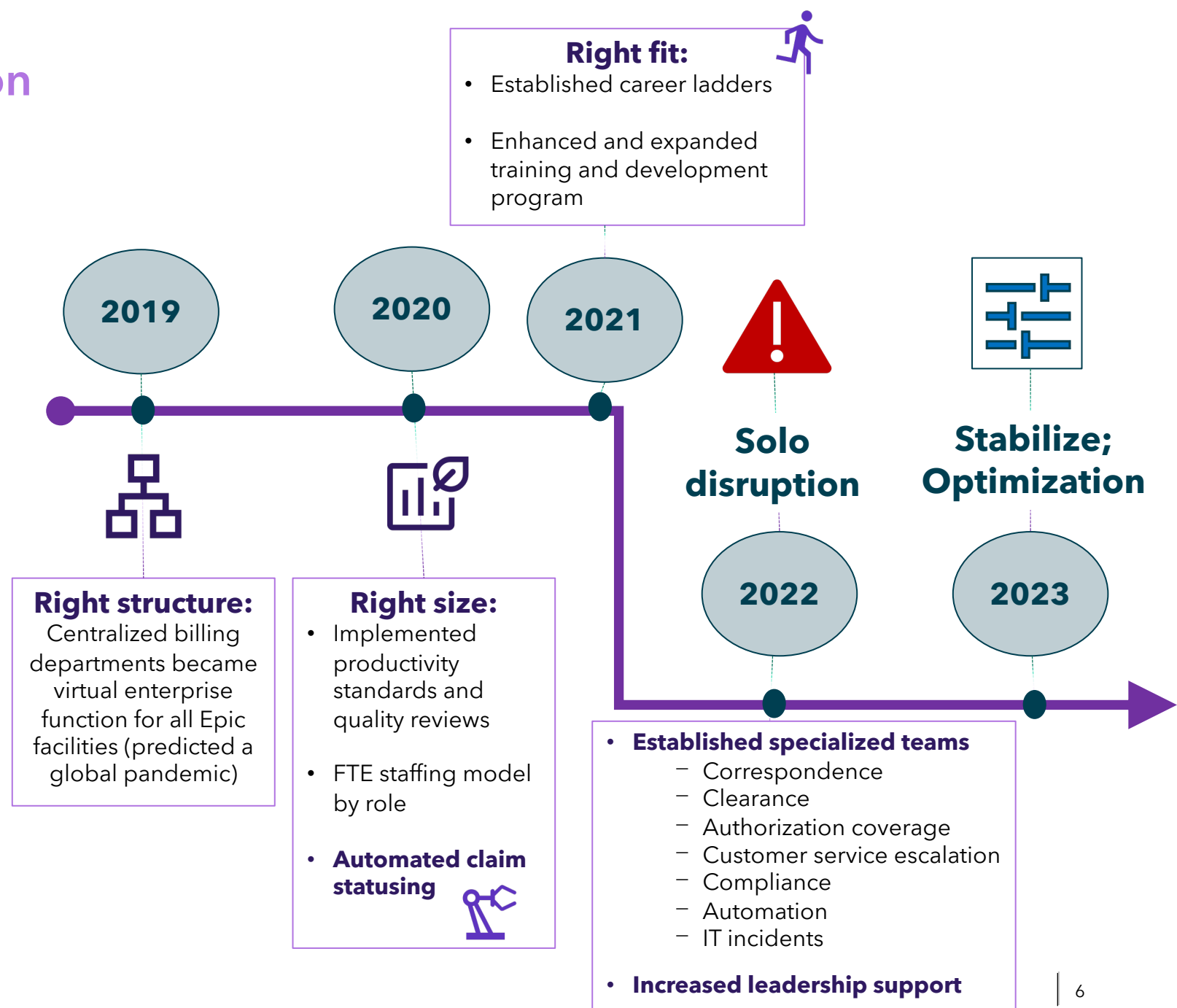
Our revenue cycle integration

Since 2000, over half of the names of Fortune 500 companies have disappeared.



Organizations struggle to navigate running their business efficiently while effectively changing it.

Few organizations have mastered the balancing act of navigating the tension between running and changing their business.



2023 Fall member retreat panelists

Your second panelist:



Kris Seymour

Director, Revenue Cycle Transformation and PMO

Kris has been with Wellstar for the past four years serving in her current role and has held a variety of leadership positions at various healthcare systems over the past 13 years including but not limited to as a patient access manager for Duke University Health System and a director of patient friendly billing for UVA Health System.

Kris received her bachelor's degree from University of North Carolina at Chapel Hill as well as her MBA and PhD in organizational leadership from Liberty University in Virginia.

In addition to being a program chair for the Georgia HFMA, Kris serves as a board member for Atlanta GLOW (advocacy for Atlanta community women leaders) as well as co-chairs UNIDOS and serves on BRAVE (business resource groups) within Wellstar to promote diversity and inclusion within the organization and beyond.

Wellstar at a glance

At Wellstar, PeopleCare means working relentlessly to exceed national standards for care and treating every patient as a person while we do it. With over 400 locations across Georgia and 24/7 access online (including virtual care) or over the phone you can find world-class personalized care right where you need it.

We are one of the top ten charity care systems in the nation.



PeopleCare Means:

More

Access

Expertise

Respect

Quality

Well-being for everyone

Organization Facts & Figures	
Compassionate experts	1,000+
Locations	300+
Medical specialties	100+
Revenue	2.1B

2023 Fall member retreat panelists

Your third panelist:



Jennifer Salinas

Administrative Director, Accounts Receivable Management

Jennifer has been with Memorial Healthcare System for nearly 11 years, serving as the Administrative Director and also the Director of Patient Financial Services before taking on her current role.

Altogether, she has 20 years of experience in healthcare management, previously serving as a patient access manager and director for Conifer Health Solutions and Plantation General Hospital, respectively.

Jennifer received both her Bachelor of Science in Healthcare Administration and Management as well as her Master of Health Administration from Florida Atlantic University.

Memorial Healthcare System at a glance

Our mission:

Heal the body, mind and spirit of those we touch.

Our vision:

To be a premier clinically integrated delivery system providing access to exceptional patient- and family-centered care, medical education, research and innovation for the benefit of the community we serve.

Since its inception in 1953, Memorial Healthcare System has been a leader in providing **high-quality healthcare services** to **South Florida** residents.

Memorial Regional Hospital is the flagship facility of the healthcare system and is one of the **largest hospitals in Florida**. Memorial Regional Hospital offers extensive and diverse healthcare services that include Memorial Cardiac and Vascular Institute featuring renowned surgeons, Memorial Cancer Institute treating more inpatients than any other in Broward County, and Memorial Neuroscience Institute providing innovative technology and world-class physicians.

*Your Safety First.
Always.*

*Bringing good
people together.*

Organization Facts & Figures	
Beds	1,742
Hospitals	5 + children's hospital
Employees	14,000 strong
Admissions	114,517
Emergency department visits	387,313
Total surgeries	43,460



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Thank you Questions?

Kris Seymour
Director, Revenue Cycle Transformation
and PMO

Wellstar Health System

Jennifer Salinas
Administrative Director,
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