

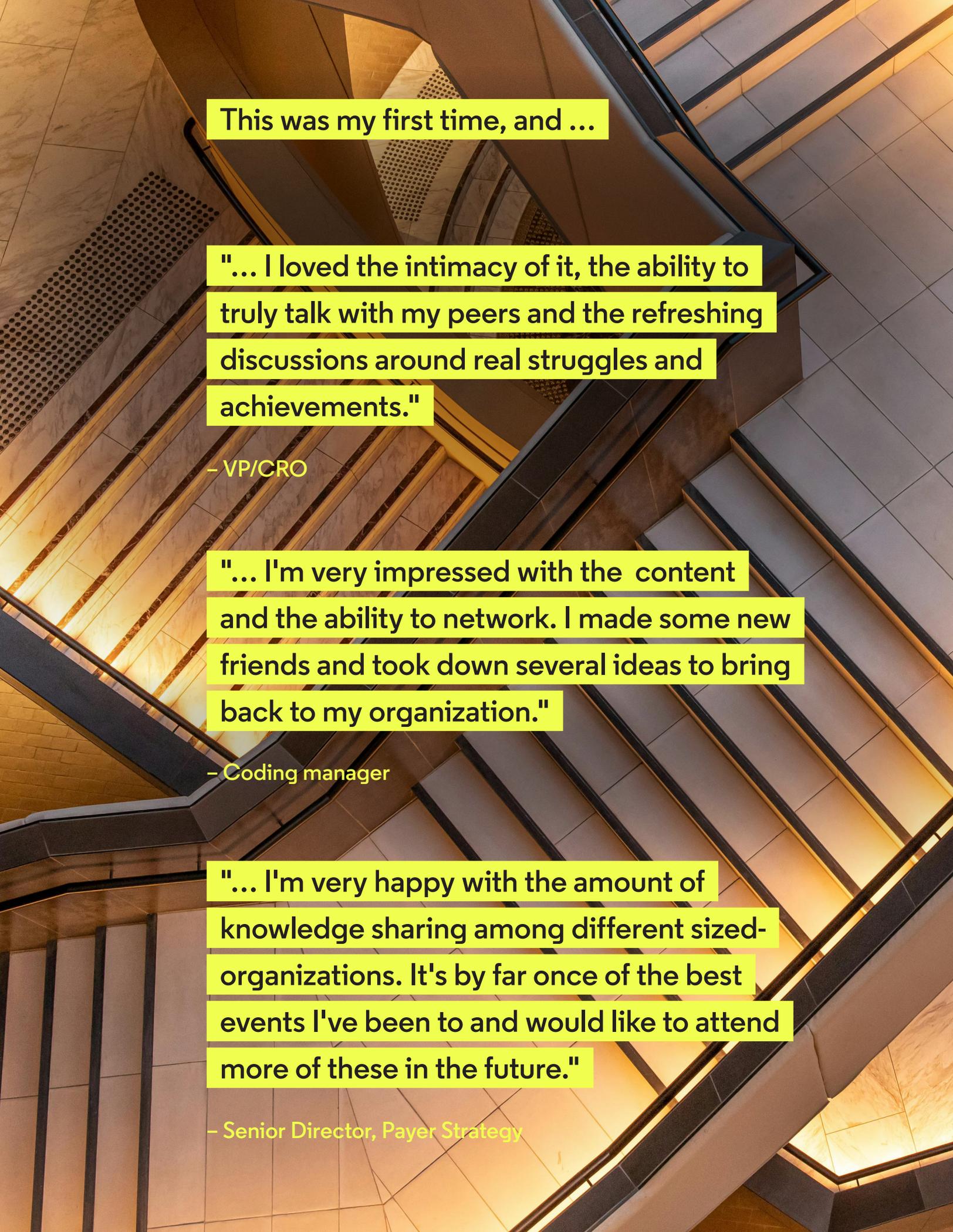


Healthcare Business Insights™ | 2024 Member retreat

Resilience: Navigating from recovery to high-functioning innovation

Austin, Texas | August 13th Welcome reception and August 14-15th Sessions





This was my first time, and ...

"... I loved the intimacy of it, the ability to truly talk with my peers and the refreshing discussions around real struggles and achievements."

- VP/CRO

"... I'm very impressed with the content and the ability to network. I made some new friends and took down several ideas to bring back to my organization."

- Coding manager

"... I'm very happy with the amount of knowledge sharing among different sized-organizations. It's by far once of the best events I've been to and would like to attend more of these in the future."

- Senior Director, Payer Strategy

Agenda

August 14th

Day one: Right-setting staff, structures and solutions

Time	Sessions/panels	Speaker
7:30 – 8:30 AM	Breakfast	
8:30 – 9:15 AM	Welcome, Research overview and Solution showcase	
9:15 – 9:45 AM	Lead session: Restructuring revenue cycle - inducing adaptability and shared accountability	Janelle Sponsler Executive Director, Revenue Cycle Cameron Memorial Community Hospital
9:45 – 10:15 AM	General session: A case study in establishing expectations and efficiency within a front-end call center	
10:15 – 10:45 AM	General session: A case study in revamping the back-end call center	
10:45 – 11:00 AM	Break	
11:00 – 11:45 AM	Panel: Unlocking pre-authorization, estimation, and financial assistance successes <i>Hear strategies from peer leaders, then participate in discussion and Q&A</i>	Becky J. Peters Executive Director, Patient Access Services Banner Health Tia Donley Director, Prior Authorizations Nemours Children's Health
11:45 AM – 12:15 PM	General session: Tailoring structures, strategies and data to make real denial progress	Michele Hillman Senior Director, Case/Care Management Children's Hospital of Philadelphia
12:15 – 1:15 PM	Lunch and networking	
1:15 – 2:05 PM	General session: A case study in vetting, implementing and realizing value with AI	
2:05 – 3:05 PM	Solution showcase: AI in practice - use cases for today and visions for the future	
3:05 – 3:15 PM	Break	
3:15 – 4:30 PM	Ask anything: Open Q&A and peer-to-peer discussion	
4:30 PM	Networking Reception	

Want to be a speaker or panelist?

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Agenda

August 15th

Day two: Resetting a foundation of revenue and workforce retention

Time	Sessions/panels	Speaker
7:30 – 8:30 AM	Breakfast	
8:30 – 9:15 AM	Lead session: Empower to thrive - Cultivating peak performance and transformative leaders	Christine Aucreman VP, Enterprise Revenue Performance Management and Support Services Trinity Health
9:15 – 10:00 AM	Lead session: Establishing your values, philosophy, and legacy as a leader	Wendy M. Roach Regional Director, Patient Access Advocate Health
10:00 – 10:45 AM	Leadership networking session: Level-setting leadership values and principles	
10:45 – 11:00 AM	Break	
11:00 – 11:30 AM	General session: Future-proofing the workforce - Training and quality assurance	Amber Hermosillo Director, Revenue Cycle Education & Quality Banner Health
11:30 AM – 12:15 PM	Panel: Maximizing pipeline potential - developing internally while attracting new talent in <i>Hear strategies from peer leaders, then participate in discussion and Q&A</i>	
12:15 – 1:15 PM	Lunch and networking	
1:15 – 2:00 PM	Panel: Engaging patients in collections and payment arrangement <i>Hear strategies from peer leaders, then participate in discussion and Q&A</i>	Moderator: Mitch Ulrich Executive Vice President HELP Financial Panelist: Rhonda Ridenour Revenue Cycle Director Avita Health System
2:00 – 2:30 PM	General session: Providing common sense pricing to patients and holding payers accountable	
2:30 – 3:15 PM	General session: Achieving revenue integrity amid continual shifts	Denise Huffman Director, HIM and Coding Froedtert Health
3:15 PM	Closing	

Want to be a speaker or panelist?

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75+

Unique organizations

12

CPE credits

9.8

average rating

70%

of attendees are
director level and above

2

days of sessions,
networking, and panels

100%

on relevance, educational,
time well-spent

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