# Picking up the pieces to form a more holistic patient journey

**Healthcare Business Insights™ 2022 member retreat**

**October 18-19, 2022 – Hilton San Diego, Harbor Island**

## Day one: Unifying disparate patient touchpoints

### Morning sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 – 9:00 AM</td>
<td>Retail presentation: Mind the retail doubt (new non-retail session)</td>
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<tr>
<td>9:00 – 9:30 AM</td>
<td>Preliminary session: Promoting an organization-wide patient experience</td>
<td>Rhonda Ridenour</td>
<td>Avita Health System</td>
</tr>
<tr>
<td>9:30 – 10:20 AM</td>
<td>General session: Treating referrals as the first impression</td>
<td>Angie Pettigrew</td>
<td>Texas Children's Hospital</td>
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<tr>
<td>10:20 – 10:35 AM</td>
<td>Break</td>
<td></td>
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<tr>
<td>10:35 – 11:25 AM</td>
<td>Provider and partner lab: Pre-service as financial clearance</td>
<td>Suzanne Droste, Justin Roepe</td>
<td>UW Health, Waystar</td>
</tr>
<tr>
<td>11:25 AM – 12:30 PM</td>
<td>Lunch and networking</td>
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### Afternoon sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 – 1:20 PM</td>
<td>General session: Aligning the physician revenue cycle (including coding, documentation, and charge capture)</td>
<td>Chris Lah, Denise Huffman, Philip E. Roudabush</td>
<td>Mayfield Clinic, Hennepin Healthcare, University of Iowa Hospitals and Clinics</td>
</tr>
<tr>
<td>1:20 – 1:35 PM</td>
<td>Break</td>
<td></td>
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<tr>
<td>1:35 – 2:25 PM</td>
<td>Provider innovation lab: Taking a holistic approach toward denial mitigation</td>
<td>Linda Franklin, Katie O'Connell</td>
<td>Baptist Health, Kaleida Health</td>
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<tr>
<td>3:15 – 3:30 PM</td>
<td>Break</td>
<td></td>
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<tr>
<td>3:30 – 4:00 PM</td>
<td>General session: Complying with surprise billing laws while further fortifying out-of-network and estimation strategies</td>
<td>Activity and strategy share workshop</td>
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## Day two: Right fitting for internal and external satisfaction

### Morning sessions

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<tr>
<td>7:00 – 9:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 – 9:00 AM</td>
<td>General session: Hiring and retaining staff in a highly competitive market</td>
<td>Stacie Adcock</td>
<td>Nebraska Medicine</td>
</tr>
<tr>
<td>9:00 – 9:30 AM</td>
<td>General session: Furthering digital literacy (for both staff and patients)</td>
<td>Saif Khairat</td>
<td>University of North Carolina at Chapel Hill</td>
</tr>
<tr>
<td>9:30 – 10:20 AM</td>
<td>Provider and partner lab: Automation, AI, and analytics as means for strategic resource allocation</td>
<td>Matt Cutler</td>
<td>Sharp HealthCare</td>
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<tr>
<td>10:20 – 10:35 AM</td>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:35 – 11:25 AM</td>
<td>Provider and partner lab: Working with payers and partners to drive efficiency</td>
<td>Gary M. May, Amber Hermosillo, Dawn Patton</td>
<td>Stanford Health Care, Banner Health, Hennepin Healthcare</td>
</tr>
<tr>
<td>11:25 AM – 12:30 PM</td>
<td>Lunch and networking</td>
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### Afternoon sessions

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<tr>
<td>12:30 – 1:20 PM</td>
<td>General session: Revenue cycle outsourcing done right</td>
<td>Shana Tate</td>
<td>Ensemble Health Partners</td>
</tr>
<tr>
<td>1:20 – 2:10 PM</td>
<td>General session: Advancing patient billing — Progressing consumer-driven balance resolution</td>
<td>Julia Egebrecht</td>
<td>Beloit Health System</td>
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<tr>
<td>2:10 – 2:15 PM</td>
<td>Break</td>
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<tr>
<td>2:15 – 3:00 PM</td>
<td>Provider and partner innovation lab: 30th annual meeting for the 30th anniversary of the Revenue Cycle Roundtable</td>
<td>Gary Williams</td>
<td>Stanford Health Care</td>
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Email any questions via the contact details below: askhbi@clarivate.com

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