



NJ HFMA Patient Financial Services and Patient Access Forums Present:

2019: Health Care Graffiti

NJ HFMA Patient Financial Services Forum: Steven Stadtmauer, Esq. Chair; Marta Beck, Co-Chair
 NJ HFMA Patient Access Forum: Maria Lopes-Tyburczy, Chair; Andrew Webber, Jacqueline Lilly, Co-Chairs

Tuesday, January 8, 2019

Pines Manor

2085 NJ-27, Edison, NJ 08817

Registration and Breakfast	8:00am	8:30am
NJ HFMA Announcements	8:30am	8:45am
NJHA Regulatory Update	8:45am	9:00am
Morning Session	9:00am	12:15pm
<i>Lunch</i>	12:15pm	1:00pm
Afternoon Session	1:00pm	4:30pm
Social Networking	4:30pm	5:30pm

NJ HFMA Announcements and NJHA Regulatory Update (8:30am – 9:00am)

How to Survive a System Conversion (9:00am – 10:00am)

An experienced IT professional and Operations liaison discusses how coordinated efforts by Patient Access, Revenue Cycle and Information Technology ensure system conversion successes. Operation’s perspective and knowledge is essential to the planning, implementation and conversions of hospital financial systems. Good coordination limits pitfalls and enhances operational efficiencies.

Speakers: Michael Gera, Partner, The Healthcare Computer Training Group

Advanced Imaging Appropriate Use Criteria (10:00am – 10:50am)

Appropriate Use Criteria (AUC) went into effect on January 1, 2018. AUC is a set of criteria linking a specific clinical condition or presentation to one or more services assigning value to the appropriateness of the service. Returning from last year, Ms. Johnston describes the impact in 2018 of certain outpatient Medicare radiology and cardiology imaging services and if it improved health outcomes for patients, reduced expensive imaging studies and improved patient safety.

Speaker: Gloria Johnston, MBA, RN, RHIT, CCS-P, Chief Health Information Officer; HealthAdvanta

Break (10:50am – 11:00am)

Patient Access Panel (11:00am – 12:15pm)

PAS professionals share experiences, challenges and success stories:

- Creating synergy in eliminating root causes of denials
- Impact of large CBO’s
- Patient transparency of costs and services
- Surviving a system conversion



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Moderator: Josette Portalatin, Director, Revenue Cycle, The Valley Hospital
Speakers: Cynthia M. Biggio, Director of Patient Accounting, Virtua Health
Linda Brand, Director, Patient Access, Cooper University Health Care
Kassandrah Garnes, MBA, Senior Director, Patient Access, Thomas Jefferson University Hospital
William Hunt, Director, Admissions Services Center, Hackensack Meridian Health, Hackensack University Medical Center

Lunch ***(12:15pm – 1:00pm)***

Payer/Provider Panel Discussion ***(1:00pm – 2:20pm)***
How payers and providers work together to navigate through our differences. Discussion of how we come to resolutions together to turn industry and system problems into success stories.

Moderator: Amy Mansue, President, Southern Region, RWJBarnabas Health; Chair of the Board, New Jersey Hospital Association

Payer Speakers: Doug Dyer, MAC JL Contract Project Manager, Novitas Solutions, Inc.
Ruth Fritsky, Manager, Network Contracting, AmeriHealth New Jersey
Holly Fritz, AVP, Contracting and Healthcare Delivery, Aetna, Inc.
Michelle Merchant, Manager, Network Hospital Relations, Horizon BCBS

Provider Speakers: Karen Bradley, Director, Patient Financial Services, Atlantic Health System
John Bucci, Director, Patient Financial Services, Cooper University Health Care
Lisa Schaaf, Director, Patient Accounting, Children’s Specialized Hospital, An RWJBarnabas Health facility

Break ***(2:20pm – 2:30pm)***

Payer/Provider Analysis ***(2:30pm – 3:20pm)***
After hearing the success stories from the payer and provider perspective, two experienced PFS professionals comment on the industry successes presented and discuss future payer/provider challenges.

Speakers: Laurie Grey, VP, Revenue Cycle, NJ Division, Jefferson Health
Sandra J. Gubbine, CPA, MBA, FHFMA, DBA, AVP, Revenue Cycle, AtlantiCare Regional Medical Center

Out of Network Law: Managing and Maintaining ***(3:20pm – 4:30pm)***
The Out of Network law took effect August 30, 2018. How have facilities established best practices to manage and maintain this new law affecting hospitals and physicians?

Speakers: Kevin Joyce, VP of Insurance Networks, Atlantic Health System
Jason Friedman, Insurance Contract Manager, Atlantic Health System
JJ Campbell, MBA, Corp. Dir. of Patient Access, Atlantic Health System

Social Networking ***(4:00pm – 5:30pm)***



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AAHAM CEU = 6.0

AMERICAN COLLEGE of HEALTHCARE EXECUTIVES CONTINUING EDUCATION CREDIT
The New Jersey Chapter of HFMA is authorized to award *6 hours* of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

NEW JERSEY BOARD OF ACCOUNTANCY CONTINUING PROFESSIONAL EDUCATION CREDITS
Based on our understanding of the New Jersey State Board of Accountancy’s continuing professional education (CPE) requirements, Sponsor No. 185, this course qualifies for **8 CPE credits**.

SUPREME COURT of NEW JERSEY BOARD CONTINUING LEGAL EDUCATION
Based on our understanding of the Supreme Court of New Jersey Board on Continuing Legal Education, mandatory continuing legal education program requirements, this course qualifies for 7.7 CLE credits. NJ HFMA is an approved service provider (#1098).

Register online at www.hfmanj.org. If you prefer to register by mail before January 2, 2019:

ORGANIZATION: _____

Name: _____ Member? Non-Member?

Title: _____ EMAIL _____

Name: _____ Member? Non-Member?

Title: _____ EMAIL _____

FEE:	ADVANCE REGISTRATION -- HFMA MEMBERS	\$135.00
	ADVANCE REGISTRATION -- NON-MEMBERS.....	\$160.00
	ADVANCE REGISTRATION -- CERTIFIED MEMBERS (FHFMA, CHFP, CPAM)	\$100.00
	STUDENT REGISTRATION	\$35.00
	ON-SITE REGISTRATION -- ON "SPACE AVAILABLE" BASIS.....	\$25 ADDITIONAL CHARGE

REGISTRATION INFORMATION:

- Registration is available online at www.hfmanj.org or by mail.
- Make checks payable to **HFMA - NJ CHAPTER**, mail at least **10 days prior to the event**.
- Registration must be received **three working days prior to the event**.

REFUNDS ARE GRANTED ONLY IF CANCELLATION IS RECEIVED 48 HOURS PRIOR TO THE MEETING.

- Dress is **Business Casual**
- Mail payment to: HFMA – NJ Chapter
Laura Hess
PO Box 6422
Bridgewater, NJ 08807
- Phone number for questions is **(908) 963-2505**