

FALL CONFERENCE

Transformation of Healthcare

November 16, 2012

Conference Agenda

7:30-8:00 **Registration and Breakfast**

8:00-8:15 **Welcome**

8:15-9:45 **Keynote speaker: Tom Gavinski - The transformation of a Patient Friendly Collection Process: What does that look like?**

Tom has over 25 years of Healthcare Revenue Cycle Experience with two large healthcare providers in the Midwest. He has been Vice President of Revenue Cycle, Vice President of Corporate Collections, and President of Accounts Receivable within the two Healthcare Provider Systems. He has executed total Revenue Cycle Redesign projects and has started up four separate hospital insource companies that process patient self-pay claims. Tom currently is Vice President of Healthcare Markets for IC System, Inc. a large Healthcare Accounts Receivable Company located in Saint Paul Minnesota. Tom works with many hospitals across the country specializing in maximizing patient self-pay operations to improve hospital cash flow and reduce bad debt expense.

Tom is a HFMA Reeves Silver and Follmar Bronze Award recipient and a frequent author and speaker for HFMA, MGMA, National Healthcare Collectors Association and ACA International. Currently he is a National Board of Director for ACA International and President of the Minnesota Association of Collectors. He is also the Chair of the Board for Associated Healthcare Credit Union a \$100M Healthcare affiliated Credit Union located in Minneapolis/Saint Paul.

9:45-10:00 **Break**

10:00-11:00 **Mike Lincoln – Pathway of Change in Healthcare Delivery**

Mike leads Lillibridge's business development and strategic client management activities, focused on hospitals and health systems nationwide. His responsibilities include the design, planning and executions of Lillibridge's customer experience and go-to-market strategies. In addition, he sits on the firm's executive management committee. Prior to Lillibridge, Mike was a founding member and Managing Director at GE Healthcare Financial Services Strategic Relationship Group in Chicago. His financial service career also included 10 years at Bank of America (and its predecessor firms) in positions of increasing responsibility in

the area of corporate finance, debt capital markets, and interest rate risk management. Mike began his healthcare career as a marketing representative for Baxter Healthcare. Mike holds a Master's of Business Administration from the Kellogg School of Management at Northwestern University in Evanston, Illinois. He was a licensed Emergency Medical Technician for over 10 years in Texas and North Carolina.

11:00-12:00 Intermountain Healthcare EAP – Thriving Change

Living in the 21st century means change, lots of it! This presentation explains the human response to change and suggests skills that can increase our capacity to thrive, not just survive, with change

11:00-12:00 Lunch

1:00-2:30 Christopher Bauer –Professional Ethics

Christopher Bauer is a licensed psychologist with over 25 years of experience as a speaker, trainer, author and consultant on professional ethics and values-driven business strategies. Between coaching, speaking and consulting, he has worked with front-line workers to senior executives and everyone in-between. Clients of Dr. Bauer have run the gamut from small and medium sized businesses and organizations to every level of staff and managements at Fortune 500 corporations. He works regularly with healthcare organizations of all shapes and sizes.

2:30-2:45 Break

2:45-3:45 John Oaks – IASIS

John L. Oaks has worked in the healthcare industry for the past 25 years. He is currently employed as the Vice President of Government and Payor Relations for the Utah Market of IASIS Healthcare, a company he has been with since 2002. He serves as a member of the Board of Trustees of the Utah Hospital Association and a member of the Board of Directors for UHIN. He has a Masters of Healthcare Administration from Brigham Young University. He has been married to Kairle (Radmall) Oaks for 28 wonderful years and they are the parents of four children and one granddaughter.

3:45-4:30 Rod Betit - Legislative Update

Rod Betit currently serves as President & CEO of UHA, Utah Hospital Association based in Salt Lake City. UHA is a non-profit trade association that aims to provide a single voice on health care matters on behalf of its member hospitals. All hospitals in Utah are members of UHA.

Mr. Betit has over 30 years of human services and healthcare experience. He has successfully managed several large government organizations and state hospital associations. During his career in Alaska and Utah he has served under four Governors and overseen the hospital associations in both states. Mr. Betit was Executive Director of the Utah Department of Health throughout Governor Michael Leavitt's terms as Governor from 1993 to 2003.

Mr. Betit is recognized for his ability to run complex organizations and for his expert understanding of healthcare financing and delivery systems, with particular expertise in the federal/state Medicaid program.



The Alliance of Healthcare Professionals Fall Conference

Intermountain Healthcare- Lake Park, Auditorium A&B
4646 Lake Park BLVD
Salt Lake City, UT 84120
Member Cost \$100 - Non-Member Cost \$125

November 16, 2012

7:30 am - 4:30 pm

Transformation of Healthcare

Speakers include:

- Tom Gavinski –Transformation of Patient Friendly Collection Process
- Intermountain EAP – Thriving in Change
- Mike Lincoln - Pathway of Change in Healthcare Delivery
- Christopher Bauer – Professional Ethics
- John Oaks – What is transforming IASIS?
- Rod Betit – Legislative Update

Rates

\$100 -HFMA or AAHAM Members

\$125 – Non-Members

Registration available online at

<http://www.aaham-mtnwest.org>

Select Documents/Forms. Credit cards are accepted through AAHAM Online Registration

If mailing payment, fill out the registration form below, make check payable to **AAHAM** and mail to:

Nicole Cole - SLV/PAS 2NE
4646 West Lake Park Blvd
Salt Lake City, UT 84120
801-442-8502 or Nicole.cole@imail.org

Attendee Name	Company	HFMA/AAHAM/None
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Attendee Name	Company	HFMA/AAHAM/None
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Attendee Name	Company	HFMA/AAHAM/None
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Contact Person	Phone Number
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