CareCredit
2995 Red Hill Ave. Suite 100
Costa Mesa, CA 92626
www.carecredit.com

Company Profile

CareCredit is a proven payment solution for rising out-of-pocket healthcare costs. For more than 30 years, the **CareCredit** health and personal care credit card has given patients an easy way to get the care they want and need, and pay over time for deductibles, co-pays, and treatments not covered by insurance.*

CareCredit has 11 million cardholders and is accepted at 210,000 enrolled locations. Practices get paid in two business days, helping you save time, increase cash flow, reduce A/R, and decrease billing and collections expenses.

CALL: (479)256-9931 | **VISIT**: carecredit.com/hfma
**Subject to credit approval.*

Education Sessions Offerings

Creating Consumer Value

- How healthcare consumerism has disrupted the industry as patients continue to take on more financial responsibility for their care and have increasing expectations around convenience, service and overall experience
  - What patients envision as the “ideal” experience and what practices can do to get there
- The impact of consumerism on other industries, such as retail
- How retailers have adapted/are adapting to meet consumers’ needs
  - What thriving retailers are doing to create unique value and drive growth
  - What flailing retailers are starting to change in order to stay relevant
- The retail purchase and decision-making behaviors that apply most to healthcare, including information broken down by population segments

Health and Wellness as a Patient Experience Driver

- How prioritizing health and wellness can improve patient experience and help increase retention
- How to help patients plan for their wellness and preventative needs, including talking to them about payment options to fit their budgets
- How providers can encourage wellness through preventative care reminders/other patient communication tools
- Technology to help patients live healthier daily lives (e.g., wearables)
- How promoting and prioritizing prevention can help providers win in the value-based care model

Patient Financing 101

- What providers need to know to have more meaningful and comfortable financial conversations with patients
- Best practices for providers to keep in mind during financial discussions (cost transparency, cost estimates, reviewing full treatment plan in advance, etc.)
- Areas of opportunity for patient financial education (deductible resets, insurance coverage, co-pays, etc.)
- Various payment options/financing plans that are available for patients
- Tips for updating practice website and marketing materials to educate patients about financial topics and share information on payment options
- How to make the payment process easier for both sides (pre-registration, no checkout, encouraging patients to apply for healthcare credit card before visit, online payment portals, etc.)

Contact Us

For more information on **CareCredit** speakers available in your area, contact:

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VP, Strategic Accounts
CareCredit
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Costa Mesa, CA 92626
(479)256-9931
jgerhard@carecredit.com

See further. Do things better. Don't look back.

EPSi is the leader in financial decision analytics and budgeting and planning solutions. EPSi has a long history of decision support system innovation in the healthcare industry. Building on that legacy with disruptive and innovative applications purpose-built in the cloud means EPSi is reinventing how healthcare finance makes decisions.

Overall Topics

- The new approach to Cost Accounting
- Next-generation Budgeting
- How real-time financial data can transform your organization

Presenters:

EPSi team members along or with clients

Specific Session Titles

- Next-generation budgeting
- Learn how evolving the traditional budgeting process with advanced statistical forecasting techniques in conjunction with a rolling budget process can improve forecasting accuracy, save time, and improve buy-in to projections.

Presenters may vary

For more information on EPSi speakers available in your area, contact:

Sara Breuer, Marketing Director
16090 Swingley Ridge Rd. Suite 600
Chesterfield, MO 63017
512.560.3278 | Sara.Breuer@EPSi.io

How UC San Diego Health modernized their benchmarking to better understand costs and improve performance

Learn how UCSD worked with EPSi to refresh their benchmarking, better engage with stakeholders outside Finance, and bring benchmarking to top of mind as a method to drive change and sustainable improvement. Learn what savings opportunities they identified, how the team developed strategic initiatives, and how they socialized the results and expectations throughout the system.

Presenters:

- Vishal Suresh Kumar, Senior Consultant, EPSi
- Michael Roulan, MHCA, Associate CFO, UC San Diego Health
- Cara Morris, Director of Budgeting & Financial Forecasting, UC San Diego Health

Mercy's Journey to Excellence, and the role of financial, operational, and clinical analytics

Learn how Mercy's approach toward performance management and evolution is transforming the organization and learn how they use financial, operational, and clinical data to inform their decisions.

Presenters:

- Ryan Self, Vice President of Services, EPSi
- Nancy Hoffman, Director Financial Performance, Mercy Health

See our available speakers and topics:
epsi.io/speakers

Optum360 sits at the center of the health care financial exchange. We combine technology, methodology and expertise to help payers and providers collaborate. **Optum360** seamless, transparent revenue cycle capabilities strengthen and sustain the payer and provider relationship. For more information, visit www.optum360.com

Optum360's knowledgeable experts speak on a variety of topics:

Technology & Innovation

- Leveraging Artificial Intelligence for Prior Authorization
- AI in Health Care: Is It Worth the Investment?
- Adapting Natural Language Processing to Value Based Models

Documentation

- It's Time for Transformation: Risk Adjustment and its Impacts to CDI and Coding Operations
- Partnering with your quality department to improve coding and CDI
- The "Other" Code Systems: What coders need to know about the less familiar sets
- Maneuvering through the quality world and its impact on coding and CDI
- Coping with Complex Clinical Criteria
- Optimizing Middle Revenue Cycle for Improved Financial Performance

Utilization Review

- Evolution of Utilization Review and the Role of Physician Advisors
- Building a Dynamic On-Site Physician Advisor Program
- Achieving Revenue Integrity by Improving Utilization Review
- Metrics and Benchmarking for the Physician Advisor
- Building and Measuring a Hybrid Physician Advisor Program
- Changing Role of Case Management and its Impact on Revenue Cycle
- Clinical Documentation Strategy for Medical Necessity

Payer- Provider Collaboration

- Provider Payer Collaboration and the impact on revenue
- Payer-provider collaboration and its impact on the healthcare financial ecosystem

Patient Financial Experience

- Optimizing Front End Revenue Cycle for Improved Patient Satisfaction and Growth
- The Patient Financial Experience / Consumer engagement creates financial improvements for both patients and providers
- Are you capturing all your deserved APC payments?

Denial Prevention and Management

- Creating a Denial Management and Revenue Recovery Strategy (post payer)
- Best Practices to Decrease Managed Care Denials
- Denial Avoidance: Key Strategies to Implement within your Coding and CDI Operations by Using Clinical Validation Techniques at the Point of Care

Outsourcing

- Key Considerations for Revenue Cycle Management Outsourcing
- Evolve from Outsourcing to Smartsourcing to Help Fund Mission Critical Initiatives

For more information on **Optum360's** speakers available in your area, contact:

Lauren Tilelli | Sr. Director, Integrated Marketing | Optum360 | 858-414-4117 | lauren.tilelli@optum.com
optum360.com

PARALLON®

Speaker Services

Parallon is a leading provider of healthcare revenue cycle management services. With a long track record of operational excellence, Parallon brings extensive knowledge and a broad portfolio of custom solutions to every partnership. Parallon enables providers to care for and improve the health of their communities by optimizing financial performance, navigating regulatory challenges and providing operational best practices. Parallon has more than 17,000 colleagues and serves more than 800 hospitals and 3,000+ physician practices. Parallon is headquartered in Nashville, Tennessee with 19 operational locations across the country.

Patient Advocacy | **Self-Pay Accounts** | **Complex Accounts** | **Extended Business Office**

How We Enable and Inspire

Today's healthcare landscape is ever evolving. Parallon presents a host of strategies, tactics, and topics designed to capture the essence of your event and highlight the shift to consumerism in healthcare. Some featured topics include:

- Creative, Effective Work-from-Home Strategies
- Best Practices in Third-Party Liability Collections
- Simplifying Eligibility and Enrollment: Proven Strategies to Find Coverage and Convert Self-Pay Receivables to Reimbursements
- Engagement Through Employee Rounding
- Compliance and Revenue Cycle: The Key to Long-Lasting Success
- The Case for Price Transparency: Why it Pays to Empower Patient Choice

Leverage Our Expertise

Parallon utilizes its breadth and scale to provide best practices for business and regulatory challenges and recommendations for optimizing performance.

Our speakers' experiences span the healthcare industry with subject matter expertise in healthcare finance and revenue cycle.

What sets us apart:

- Expert speakers, current revenue cycle operators
- Diverse, tailored presentations for each event
- Proessional assurance and powerful speaking engagements
- No sales pitch, ever

Request a Speaker

Sarah Adell
Marketing Specialist

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parallon.com

PATIENTCO

ABOUT US

Patientco is a payment technology company that is re-thinking the patient payment experience in healthcare. By combining consumer-friendly payment tools and payment infrastructure backed by data-led design, we create a superior billing experience and deliver more payments to Health Systems.

SESSION TITLES

Best Practices for Applying Data & Analytics to the Revenue Cycle

- Embracing a “digital-first” approach
- Communication matters, from the message to the timing
- Gaining insights through experimentation

Consumerism & its Impact on Revenue Cycle Management

- Evolving expectations
- The digital consumer
- What this means for healthcare and the revenue cycle
- Defining a “good” patient financial experience

The Patient Financial Experience: Top Concerns & Why this Matters

- Growing expectations for digital
- How patients perceive the financial experience today
- Tailoring engagement based on data
- The financial experience matters to patients

SPEAKER

Alan Nalle is Patientco’s chief strategy officer. Previously, Nalle was a Managing Director with Accenture’s Healthcare Strategy practice. He brings 15+ years of financial and strategic business experience from successful start-up and corporate entities.

CONTACT US

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Mallory.griffin@patientco.com

Premier Inc. is a healthcare improvement company uniting an alliance of approximately 4,000 U.S. hospitals and health systems. As an industry leader, Premier has created one of the most comprehensive databases of actionable data, clinical best practices and efficiency improvement strategies. For more information: https://www.premierinc.com/

Margin Improvement Strategies

Engage Business Intelligence

- Leverage business intelligence to mine for and size opportunities, as well as measure and monitor for continuous performance improvement

Develop a Strategic Direction

- Develop a strategy based on data, analytics and market intelligence that speaks to the needs of your organization and mounting market pressures

Create an Infrastructure for Change

- Develop the discipline and infrastructure needed to quickly make operational decisions while creating a culture of accountability and transparency, informed by data

Create an Opportunity Roadmap

- Assess and validate opportunities for improvement that inform a well-paced, interdependent, and prioritized roadmap

Implement and Measure Improvement

- Support front line leaders by providing best practices and critical information at the "right time" to make key operational decisions

Alignment

- Sustained performance improvement isn't possible unless there is alignment across the organization. Measure the things that matter, and hold providers, staff and leaders accountable to those metrics

For more information on **Premier** speaker's available contact:

Matt Conway: matt_conway@premierinc.com
Premier Inc.
704-816-5635

Professional Credit

Company Profile

Professional Credit makes the lives of providers and patients easier by incorporating innovative tools, behavioral science, and advanced analytics to improve financial engagement and resolve financial obligations. With more than 85 years in the industry, **Professional Credit** delivers a positive patient experience through consistent, omni-channel communications and self-service tools that help patients make better financial decisions. For more information, visit www.professionalcredit.com.

Session Titles

Revenue Cycle Management and Leadership Topics

- Getting to “One-Click”: 5 Steps to Transform Patient Engagement
  - Behavioral science, analytics, and digital channels
  - Machine learning model and AI
- Pre-service Game-Changing Strategies
  - Consumer-centric revenue cycle
  - Revenue growth strategies
- A/R Bootcamp: Slim Down Your Receivables
  - Effective end-to-end workflows and metrics
  - Health system success stories
- Building Better Self-Care through Mindfulness
  - Why burnout occurs / how to address it
  - Self-care strategies
- Creating and Inspiring a Winning Team
  - Keys to effective leadership
  - Creating a team invested in success

Contact Us

For more information on **Professional Credit** speakers available in your area, contact:

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You may also view **Professional Credit’s** Speakers’ Bureau brochure at www.professionalcredit.com/about/who-we-are/speakers-bureau

RevSpring 2019 Speakers Bureau

Revenue Cycle Management Strategies

THE IMPACT OF FINANCIAL TOXICITY ON YOUR PATIENTS

- Learn how operating from a platform of intelligence will help you understand your patients and their financial situation
- Tips for using care engagement and cost estimation as patient communication opportunities

SOLVING THE PATIENT PAYMENT CRISIS – Bringing Your Consumer Experience Up to Par with Other Industries

- Gain more insight into what revenue cycle indicators show stresses and weak points for patients
- Apply revenue cycle best practices from other successful industries

NAVIGATING REVENUE CYCLE CHANGE USING TECHNOLOGY AND AUTOMATION

- Learn why *Active Patient Engagement* makes sense in today's changing healthcare landscape and how leading health systems are implementing
- How to increase patient response and likelihood of payment post-discharge

REINVENTING REVENUE CYCLE MANAGEMENT THROUGH BIG DATA

- Tips for removing barriers to payment by providing flexible options and payment tools
- How to leverage predictive analytics, demographics, and behavioral data to make financial interactions intuitive

RevSpring is a leader in patient communication and payment systems designed to inspire action. We combine dynamic workflows, business intelligence, responsive messaging and behavioral analytics to tailor engagement opportunities so patients can be more proactive in their healthcare journey — from appointment scheduling to payments. Learn more at www.revspringinc.com

CONTACT US

For more information on RevSpring speakers available in your area, contact:

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You may also view a list of available RevSpring speakers at
https://revspringinc.com/about/speakers/

INNOVATION

Customized investment solutions for your hospital or health system

For nearly four decades, Russell Investments has helped hospitals and healthcare systems efficiently and effectively manage their investment programs. We provide outsourced investment solutions as well as custom consulting, manager research, and portfolio implementation services such as transition management, overlay services, and currency management – either bundled or just the services you need. Every solution we offer is designed to help our clients enhance returns, mitigate risks, and manage expenses.

For more information about the services we provide to hospitals and health systems, visit us at russellinvestments.com/healthcare

Healthcare speakers bureau topics include:

- Enterprise risk management for the investment program
- Unmanaged cash exposure and its impact on portfolio returns
- How will imminent market shifts affect your investment portfolio?
- Making sure a merger or acquisition doesn’t derail your investment program
- Effectively managing multiple investment pools

For the full list and to read more about our speakers and these topics visit russellinvestments.com/hcspeakers

Interested in a speaker for your next event?

Contact Angie Santo-Walter at 206-505-3302 or asantowalter@russellinvestments.com