



Provider/Vendor Relationships Panel

hfma™

Kennon Askew, CRCR

Senior Vice President



Professional Background

- Kennon has worked in Revenue Cycle leadership for 14 years
- Currently the Senior Vice President at Healthfuse
- To start career, spent 11 years with RevSpring (via Apex/LetterLogic acquisition)
- Spent 2.5 years with Ensemble Health Partners

Personal

- Holds BA in Accounting w/ collateral in Finance from University of Tennessee-Knoxville
- Lives in Nashville, TN
- Three kids under the age of 8!
- Avid “golfer” and runner



Organization Background

- Location: Milwaukee, WI
- Founded in 2011
- 55 employees
- 425 active RCM vendor engagements
- 3,100 vendor profiles
- 250 hospital clients



Robert Boos

Vice President, Revenue Cycle

Professional Background

- Robert has worked in Revenue Cycle leadership for over 30 years in both the for-profit and not-for-profit sector.
- Currently the Vice President of Revenue Cycle at Centra Health in Lynchburg, VA.
- Prior to Centra, Robert worked for eleven years with Community Health Systems as a PFS Director, Corporate Regional Director and finally as a Vice President of the Shared Services Center in Tucson, Arizona.

Personal

- Published author regarding the study of grief
- National spokesperson for Mothers Against Drunk Driving
- Long-time high school football official



C E N T R A

Organization Background

- Location: Lynchburg, VA
- 5 Hospitals in Network
- \$1.1B Annual Net Patient Revenue
- 8,100+ Employees
- 604 Employed and 1000+ Affiliated Physicians
- Number of Beds: 660+
- EMR: Cerner Millennium



Melissa Smith

Vice President, Revenue Cycle



Organizational Background

- Inova is Northern Virginia's leading nonprofit healthcare provider. Our mission is to provide world-class healthcare – every time, every touch – to each person in every community we have the privilege to serve. Inova's 20,000+ team members serve more than 2 million individuals annually through an integrated network of hospitals, primary and specialty care practices, emergency and urgent care centers, outpatient services and destination institutes.
- Inova's five hospitals are consistently recognized by the Centers for Medicare and Medicaid Services (CMS), U.S. News & World Report Best Hospitals and Leapfrog Hospital Safety Grades for excellence in healthcare.

Professional Background

- Over 20 years in Revenue Cycle and Hospital Operations leadership.

Personal

- Proud mother of an almost 11-year-old boy and 2-year-old pug.
- Married over 17 years



Augusta Health & Augusta Medical Group

- Located in Fishersville, Virginia
- Community Hospital w/ 255 beds
- Multi-specialty medical group w/ 325+ employed physicians and advanced practice providers
- \$420M in Annual Net Patient Revenue
- 2,400+ team members
- EMRs: Meditech & Athena



Katie Adams, CRCE

Director of Patient Financial Services

Professional Background

Katie has worked in the Revenue Cycle in various positions for 23 years and currently holds the position of Director of Patient Financial Services at Augusta Health where she has direct oversight of hospital, medical group, home health and hospice mid to back-end revenue cycle operations.

Personal

When Katie is not at work, she enjoys spending time with her husband and four sons, raising chickens, drinking wine, and keeping bees.



Bret Stearns
PFS Manager
UVA Health

Bret joined UVAHealth in 2015. Prior to joining UVA Medical Center, he held different leadership positions in the Retail and Wholesale industry.

Bret is a Patient Financial Services Manager with current scopes in Denial Management/Prevention, Contract Management, Under/Overpayments, Internal Appeals, Financial Assistance, Medicaid Eligibility, and Internal Collections.

He is an avid member of BigBlueNation and, when not working, enjoys watching his Kentucky Wildcats play.



The University of Virginia Health System is an academic health care center associated with the University of Virginia in Charlottesville. The health system includes a medical center (with main hospital, children's hospital, and clinic network), school of medicine, school of nursing, and health sciences library. The health system provides inpatient and outpatient care and patient education and conducts medical research and education.

Based in Charlottesville, the Health System also operates satellite locations throughout Virginia, in Albemarle, Amherst, Augusta, Campbell, Fluvanna, Louisa, Nelson, and Orange counties.





Provider/Vendor Relationships Panel

hfma™

hfma™

Lead. Solve. Grow.

hfma.org

