



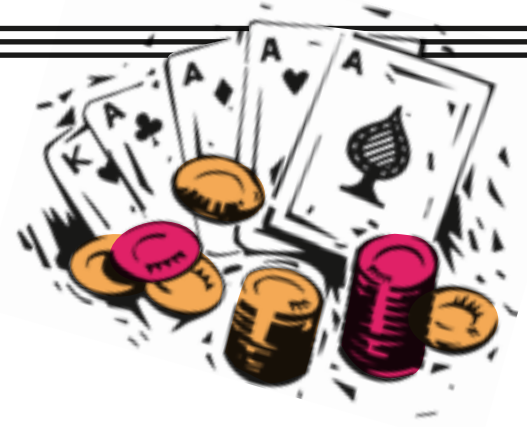
# LAS VEGAS

42ND ANNUAL  
EDUCATIONAL CONFERENCE  
& EXHIBITION  
SEPTEMBER 20 - 23, 2009

"Don't Gamble  
with Your  
Bottom Line"

# YOU'RE INVITED

## TO ATTEND CAHAM'S 42ND ANNUAL EDUCATIONAL CONFERENCE & EXHIBITION SEPTEMBER 20 - 23, 2009



For 42 years CAHAM has provided support and superior resources to the Healthcare Admissions Industry, preceding all other state and national groups. Now more than ever before CAHAM serves as your premier professional association, and your best link to the vital information that professionals in the Healthcare Industry rely on.

From Scheduling and Pre-Registration, to Collections and Denial Management, CAHAM is proud to bring you the most intensive educational line-up offered to date. In addition to offering the highest quality education, CAHAM is proud to have one of the finest conference locations available.

### How to Register

The Conference Registration form is inserted in this program, and may be copied for multiple attendees. Complete a form for each attendee and mail to the address listed with payment. The easiest way to register, however, is online at: [www.caham.org](http://www.caham.org). Click on the link for the Annual Conference and follow the prompts. You have the option of paying with credit card or printing an invoice and submitting it by mail with a check. The conference registration fee includes admittance to all general sessions, workshops, the Welcome Reception, several meals, admittance to the Exhibit Hall, and all handout materials. To qualify for early registration, payment and the registration form must be **received by CAHAM no later than August 10, 2009**. You may also register online at [www.caham.org](http://www.caham.org).

All registrations received after August 31, 2009 are subject to an additional \$50 per person late registration fee.

Assist your Board in Conference planning and save money, by registering EARLY!

Food and Conference accommodations must be confirmed a minimum of 30 days in advance; help us be prepared to accommodate all attendees efficiently by registering timely.

### Thanks!

2009 CAHAM Members (prior to August 10, 2009)	\$699
2009 CAHAM Members (after August 10, 2009)	\$749
Non-Members	\$899
One-Day Registration	\$259

# WHAT IS CAHAM?



CAHAM is an educational organization, committed and dedicated to professional growth and development of its members, and providing quality educational programs.

CAHAM is an affiliate of the California Healthcare Association (CHA), the National Association of Healthcare Access Management (NAHAM), and the Hospital Council of Southern California.

CAHAM's mission is to promote professionalism in the field of Healthcare Admissions and Registration Management, to offer education in this field, to provide an information network system, and to be a peer support organization.

CAHAM was founded in 1967, and is proud to celebrate its 42nd year of operation, and its 42nd Annual Education Conference. Through the years our industry has gone through constant changes, and CAHAM has met that challenge by growing and updating its operation on a regular basis.

CAHAM is dedicated to bringing its members the latest in information and technology. Membership is open to all that are interested in keeping up with today's rapidly changing healthcare services. Many benefits are available for members. Complete the membership form enclosed to join today, and submit with \$175 to the address below:

**CAHAM**

**PO Box 2906**

**Newport Beach, CA 92659-2906**

## WHO SHOULD ATTEND?

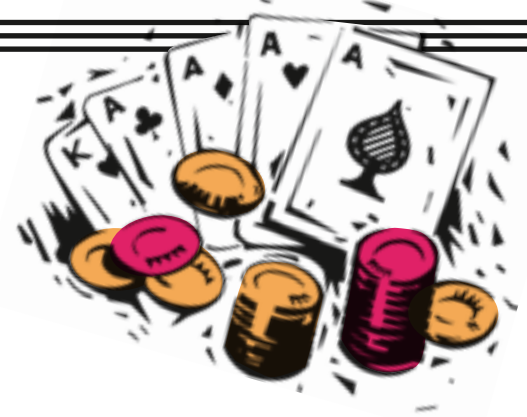
Any Healthcare professional working in Admissions/Registration or Patient Accounting is sure to find this conference invaluable. Admissions and Registration Managers, Supervisors, and Team Leaders, Admissions and Utilization Review Nurses and Managers, Physician Office Managers, Marketing Managers, CFO's, Business Office and Patient Accounting Managers and Team Leaders, and Financial Counselors would all benefit from attendance.

## THE FOUR SEASONS HOTEL & RESORT

in Las Vegas is an oasis of serenity and refinement amid the sparkle and excitement of Las Vegas. Here, you're welcomed into a graciously intimate environment – a tranquil, non gaming atmosphere with a warmly residential style.

The Four Seasons Hotel & Resort is a sanctuary from the bright lights of the dazzling Las Vegas Strip, with just 424 guest rooms and suites – all on the 35th to 39th floors of the tower – ensuring a more intimate atmosphere and attentive personal service. The resort offers first class accommodations and meeting rooms, and also has everything you need to enjoy the time when you're not in class. A beautiful spa, pools, and jacuzzis compliment this perfect location. For reservations, call 702-632-5000 before August 19, 2009 to insure you will receive the discounted room rate.

# CONFERENCE AGENDA



## SUNDAY, SEPTEMBER 20, 2009

- 1:00 pm – 5:00 pm ..... Registration
- 2:00 pm – 3:30 pm ..... Pre-Conference Workshops (choose 1 of 2)
- 3:45 pm – 4:30 pm ..... New Member Orientation
- 5:30 pm – 8:00 pm ..... Welcome Reception  
Sponsored by H.E.L.P. - Hospital Employee Labor Pool

## MONDAY, SEPTEMBER 21

- 8:00 am – 9:30 am ..... Breakfast with Exhibitors
- 9:30 am – 9:45 am ..... Opening – Wendi Elder, President
- 9:45 am – 11:30 am ..... Keynote – Jerry Bridge
- 11:30 am – 12:30 pm ..... Last Chance with Exhibitors
- 12:30 pm – 1:45 pm ..... Lunch with Exhibitors
- 2:00 pm – 3:15 pm ..... Workshops (choose 1 of 3)
- 3:15 pm – 3:30 pm ..... Break
- 3:30 pm – 4:45 pm ..... Workshops - repeat (choose 1 of 3)
- 5:30 pm – 7:00 pm ..... Member Appreciation Mixer  
Sponsored by SCI Solutions

## TUESDAY, SEPTEMBER 22

- 8:00 am – 9:00 am ..... Member Networking Breakfast
- 9:00 am – 10:30 am ..... Workshops (choose 1 of 3)
- 10:30 am – 10:45 am ..... Break
- 10:45 am – 12:15 pm ..... Workshops - repeat (choose 1 of 3)
- 12:30 pm – 1:45 pm ..... Carl Satterfield Award Luncheon
- 2:00 pm – 3:30 pm ..... Workshops (choose 1 of 3)
- 3:30 pm – 3:45 pm ..... Break
- 3:45 pm – 5:15 pm ..... Workshops - repeat (choose 1 of 3)
- 5:30 pm – 6:00 pm ..... CAHAM Member Group Picture

## WEDNESDAY, SEPTEMBER 23

- 8:30 am – 9:30 am ..... Member Appreciation Breakfast
- 9:00 am – 9:30 am ..... Business Meeting
- 9:30 am – 11:15 am ..... Closing Speaker – Andrew Bennett
- 11:30 am ..... Grand Prize Drawing for a Trip for Two to Mexico. *Must be present to win!*  
Sponsored by **Amcol**



*Don't gamble with Your Bottom-Line*



# SUNDAY, SEPTEMBER 20

## REGISTRATION - 1:00 TO 5:00 PM

## PRE-CONFERENCE WORKSHOPS - 2:00 TO 3:30 PM (choose 1 of 2)

### S01 - How to Effectively Manage People in Multiple Locations

**Speaker: Nick Koonpz – Skillpath Seminars**

Managing people you see every day is tough enough. But your headaches can quickly double when your employees work at other locations. While off-site locations can provide unparalleled benefits to organizations, they often present new and unfamiliar challenges to managers who are not prepared for the realities of getting things done at a distance. Turf wars, hurt feelings, lack of trust, communication breakdowns and more management headaches will become more manageable after attending this powerful seminar. This is where you'll gain the critical know-how for realizing your full potential as a manager and a leader in one of most challenging situations any manager could find themselves in.

### S02 - Managing the Economic Impact: Using People, Processes and Technology to Improve Point of Service Collect

**Speaker: Julie Waddell, Vice President, Revenue Cycle Solutions Strategy, MedAssets**

Economic pressures, rising healthcare costs, consumerism and an increase in self-pay patients, are increasing pressure to disclose costs prior to services being rendered. A patient estimation solution is critical to your ability to respond to customers' needs as well as prepare them for their out-of-pocket expenses and to increase your ability to collect earlier in the revenue cycle. This session will address standards related to determining the true cost of services, identifying insurance liability, obtaining valid eligibility and benefit information from the payor, presenting an accurate estimate of patient liability and collecting patient responsibility amounts.

## NEW MEMBER ORIENTATION - 3:45 TO 4:30 PM

Anyone new to CAHAM or attending the Conference for the first time should plan on joining this informational session, designed to introduce you to CAHAM and the Conference agenda. Lead by the CAHAM Board of Directors, attendees will have the opportunity to speak with the leaders of CAHAM and learn first hand the benefits of membership.

## WELCOME RECEPTION IN THE EXHIBIT HALL - 5:30 TO 8:00 PM

**Sponsored by H.E.L.P. - Hospital Employee Labor Pool**



# MONDAY, SEPTEMBER 21



**BREAKFAST WITH EXHIBITORS - 8:00 TO 9:30 AM**

**CONFERENCE OPENING - 9:30 TO 9:45 AM**

Welcome by President, Wendi Elder

**KEYNOTE SPEAKER - 9:45 TO 11:30 AM**

## Is Technology Making Us Stupid?

**Speaker: Jerry Bridge, President, Bridge Practice Management Group**

Today's world is all about speed and gathering superficial information. How does that affect our ability to comprehend, focus and manage our work? What is the internet & technology doing to our brains – what can you do to save your sanity and bring focus and energy back to your life? When the brain spends more time on technology-related tasks and less time exposed to people, we drift away from fundamental social skills. Brain circuits become weaker with less face to face contact, leading to social awkwardness, an inability to focus, interpret nonverbal messages, isolation, and less interest in traditional learning.

*Jerry Bridge, founder and president of Bridge Practice Management Group, is a trainer, coach and motivational speaker. Over the past fifteen years Jerry has trained over 70,000 business managers and administrative staff on a variety of issues including; customer service and communication, stress management and productivity, and billing & collections. Additionally, Jerry integrates over 25 years of training and development with Landmark Education Corporation; a leader and innovator in the field of transformational education. He has worked with both individuals and organizations to bring forth dramatic, powerful and lasting results personally and professionally.*

**LAST CHANCE WITH EXHIBITORS - 11:30 AM TO 12:30 PM**

**LUNCH WITH EXHIBITORS - 12:30 PM TO 1:45 PM**

**WORKSHOPS (choose 1 of 3) - 2:00 PM TO 3:15 PM**

## M01 - Collecting in a Recession

**Speaker: Jerry Bridge, President, Bridge Practice Management Group**

*Tools, Practices & Policies for Billing & Collecting Co-Pays, Deductibles, Self Pays, & Insurance Balances (in a depressed economy)*

- Implement financial policy that organizes your practice for maximum collection effectiveness.
- Collections as an extension of customer service; transforming hidden fears & anxieties and barriers around collections and asking for payment
- Increase up front collection effectiveness with proper documentation and excellent phone technique.
- Reduce or eliminate unnecessary billing costs by implementing a paperless system for collecting ALL outstanding debt.

## M02 - Charity Care: Impact, Changes, Segmentation and Solutions

**Speaker: Yvonne Pérez, Vice President for NCO's Eligibility Patient Advocacy Liaisons (EPALS)**

In 2007, there were an estimated 25 million underinsured adults in the US. This is an increase of 60% percent from 2003. In addition there are 45.7 million uninsured people. With unemployment soaring to higher and higher rates, never before has it been so important for Healthcare providers to understand the impact and management of Charity Care. Join Yvonne Perez as she explains the changes seen in this area, and offers unique, creative solutions to manage it. Solutions are centered around technology, customer service, and taking a holistic approach to the issues at hand.

## M03 - Managing Your Work Comp Claims, Before they Manage You!

**Speaker: Suzanne Honor-Vangerov, Workers Compensation Manager, State of Ca. Department of Industry Relations; David John DePaulo, JD, MBA, President, WorkCompCentral.com, Inc. Sponsored by Sequetor**

After spending nearly 20 years as a Work Comp Attorney, David John DePaulo and Suzanne Honor – Vangerov, Presenter and Trainer know work comp! In this session you will learn an insiders view of how to best manage these specific types of claims and most importantly, get them paid. Areas that will be covered include:

- Prior-Authorization
- How to confirm the admission is both clinically covered as medically necessary, and financially covered as an admitted injury.
- How to maximize reimbursement
- Manage underpayments

**BREAK - 3:15 PM TO 3:30 PM**

**WORKSHOPS REPEAT (choose 1 of 3) - 3:30 PM TO 4:45 PM**

**MEMBER APPRECIATION MIXER Sponsored by SCI Solutions - 5:30 PM TO 7:00 PM**

# TUESDAY, SEPTEMBER 22

**MEMBER NETWORKING BREAKFAST - 8:00 AM TO 9:00 AM**

**WORKSHOPS - 9:00 AM TO 10:30 AM** (choose 1 of 3)

## **T01 - Front-End Tactics for Preventing Back-End Losses**

**Speaker: Shawn Tienken, CHFP, Principal Triage Consulting**

Every year, insurance underpayments cost providers millions of dollars in lost revenue. Triage Consulting Group will share the most prevalent issues they've observed at hospitals throughout the West, including claims denials, workers' compensation, and coordination of benefits, and the role Admitting staff plays in enabling or preventing these issues. Triage will provide proven strategies for minimizing the risk of future losses.

## **T02 - HOW to WOW your Physicians and Patients...with Online Orders**

**Speakers: Vinnie Whibbs, Senior Vice President of Community Initiatives-SCI**

Technology has always played a major role in providing excellent patient care. While the Radiology Profession often refers to Technology as Modality equipment, progressive Executive Teams recognize that Information Technology and Operational Applications also have a dramatic impact on their business. They also recognize that building loyalty with referring physician offices (and patients) is critical for long term success. Continuous faxing and phone traffic associated with lost, incomplete and illegible outpatient orders are major stressors for radiology offices and hospitals. These challenges lead to low physician and patient satisfaction and poor staff morale.

This session will highlight how pioneering facilities across the country are implementing web-based outpatient communication "technologies" to efficiently manage and streamline their radiology ordering processes.

## **T03 - PFS BootCamp**

**Speaker: Claudia Birkenshaw**

Are you new to the Revenue Cycle? Or have you been working in Admissions for years, but have never had the opportunity to get a solid understanding of what goes on in the Business Office, or perhaps you have learned by trial and error, but have not had the opportunity to really get a top to bottom overview of PFS, then this is the course for you!

Join Claudia Birkenshaw as she marches you through Boot Camp, and extensive, yet accelerated look at PFS operations and procedures.

**BREAK - 10:30 AM TO 10:45 AM**

**WORKSHOPS REPEAT** (choose 1 of 3) - **10:45 AM TO 12:15 PM**

(continued on next page)





# TUESDAY, SEPTEMBER 22

(continued)



**CARL SATTERFIELD AWARD LUNCHEON - 12:30 PM TO 1:45 PM**

**WORKSHOPS - 2:00 PM TO 3:30 PM** (choose 1 of 3)

## **T04 - Creating and Operating a Patient Transfer Center**

**Speaker: Scott A. Jordan, Founder and Vice President, Client Services – Central Logic Healthcare Systems**

For hospital administrators, patient transfer requests present both a challenge and an opportunity. Patient transfers promise added revenue to the hospital and can help establish relationships with external physicians for continued referrals. In addition, as many inpatient transfers are driven by the need for greater specialty care, transfers can assist administrators in growing service lines of interest to the enterprise.

Without an effective patient transfer process, the potential benefits of transfers and direct patient admissions are eclipsed by inefficiencies, missed opportunities, and possibly even patient safety issues. Offering a professional transfer center service engenders willing participation by referring and accepting physicians alike, increases community awareness of hospital services and quality, and improves internal efficiency between departments.

A successful transfer center becomes an entity that all involved in a transfer can collectively call their own. Additionally, it can serve as the springboard for other patient safety and business initiatives in a manageable and measurable environment. This seminar will discuss the who, what, where, when, and why's of the patient transfer center industry.

## **T05 - Secrets to Minimizing Bad Debt**

**Speaker: Brent Rollin and Jay Rickman, Amcol**

Healthcare has become a more consumer-centric environment. Patients are responsible for managing a larger portion of their healthcare dollar with employer health plans shifting to consumer-directed and a greater population of uninsured patients choosing to opt out of expensive employer plans. Healthcare providers need to be prepared to respond to the consumers' needs and assist them in planning for these expenses. Where does a provider start? There are some basic questions that need to be answered and processes that must be put into place when addressing this "wicked" barrier. This session will address standards related to determining the true cost of services, identifying insurance liability, obtaining valid eligibility and benefit information from the payor, presenting an accurate estimate of patient liability and collecting from alternative sources including Healthcare Savings Accounts.

## **T06 - Government Update Speaker (TBA)**

The session will review the various changes to the Government Programs with emphasis on Medi-Cal and reduction of patient benefits – what is covered and what isn't and how to provide care while ensuring reimbursement.

**BREAK - 3:30 PM TO 3:45 PM**

**WORKSHOPS REPEAT - 3:45 PM TO 5:15 PM** (choose 1 of 3)

**CAHAM MEMBER GROUP PHOTO - 5:30 PM TO 6:00 PM**

**Remember to wear your conference t-shirt!**





# WEDNESDAY, SEPTEMBER 23

## MEMBER APPRECIATION BREAKFAST & BUSINESS MEETING 8:30 AM TO 9:30 AM

Join the CAHAM Board of Directors for a full breakfast buffet and participate in the Annual Business meeting. All CAHAM members are encouraged to attend. Election results will be announced during the meeting also.

## CLOSING SPEAKER - 9:30 AM TO 11:15 AM Real Magic: Inspiring Your Greatness

**Speaker: Andrew Bennett**



Former personal assistant to Ross Perot and student of W. Edwards Deming, consultant and business leader Andrew Bennett presents inspiration as a critical strategy for achievement. Andrew began presenting at age seven as a magician, and today, as a member of London's prestigious Magic Circle, he uses world-class magic as a metaphor for the principles he teaches and to punctuate and energize his presentations. After working inside corporate structures for 10 years Andrew experienced a personal wake-up call as he struggled to reconcile financial success with success as measured by feeling that the work we do has meaning - that our work matters. He had observed many people over the years wrestling with the same questions. As he worked to find answers, Andrew learned about the close relationship between financial success and inspiration. He realized that these two drivers are not mutually exclusive. In fact, financial success and inspiration support each other in a virtuous cycle. Achieving a shift in performance, as the result of one presentation is a pretty tall order, yet the organizations Andrew works with regularly report notable changes after he speaks.

## GRAND PRIZE DRAWING - 11:30 AM Must be present to win! Don't miss your chance at winning a Trip for Two to Mexico! *Sponsored by Amcol*



# CONFERENCE DETAILS

## ATTIRE

Casual attire is acceptable in all educational sessions throughout the conference. Your name badge must be worn for admittance to all organized sessions and meals. Tuesday is traditionally CAHAM membership photo day, so be sure to wear your 2009 membership T-shirt. All paid members will receive their T-shirt at conference check-in. We suggest you bring a sweater to wear in sessions, should the temperature become uncomfortable. We also suggest bringing a swimsuit, because the resort has a beautiful pool area and several hot tubs, and if you like to walk, bring your walking shoes, and join our morning walkers.

## DOOR PRIZES

Many nice gifts will be given away throughout the conference, courtesy of local merchants, our Exhibitors, and CAHAM. Be sure to visit all the exhibit booths and have your Vendor signature card completed, to be eligible to win fabulous door prizes. Winners are drawn from completed cards, and must be present to win. The grand prize is drawn at the Conference closing. The winner must be present. This year's Grand Prize is a Trip for 2 to Mexico!

## CONTINUING EDUCATION UNITS

The California Board of Registered Nursing has approved CAHAM as a provider of continuing education courses for Registered Nurses under provider #02578. Certified Healthcare Access Managers (CHAM) will also be awarded continuing education credit for attendance in approved sessions. Sign-ups for CEU certificates will be taken at Conference check-in.

## FIRST TIMERS

If this is your first conference, or you are new to CAHAM, be sure to attend the First Timers Orientation and Reception on Sunday, September 20, 3:45 - 4:30 pm. Meet the Board of Directors and learn more about CAHAM and the Conference.

## CERTIFICATION EXAMINATION

The Certification Examination to become a CHAM (Certified Healthcare Access Manager) is scheduled at 11:00am on Sunday, September 20, 2009. The fee is \$150, and a study guide must be purchased for \$50. Candidates must be a member of NAHAM in good standing. Application must be requested from the NAHAM National office at 202-857-1125. Please notify CAHAM when you submit your Conference registration that you are planning on taking the exam.

## CONFERENCE ASSISTANCE

The CAHAM Board of Directors will be available to assist you with questions and concerns throughout the conference. CAHAM will maintain an office in The Four Seasons Hotel equipped with photocopiers and office supplies. There will be a message board located at the Conference Registration Desk for those receiving important calls, and for those who wish to network.

## THE EXHIBITS

CAHAM is very pleased to have such an outstanding group of Exhibitors. For a great hands-on demo be sure to visit each booth in the Exhibit Hall. Those of you that have attended conferences before will find many new faces this year. The Welcome Reception will be held on Sunday, from 5:30pm-8:00pm. The exhibits will also be open Monday from 8am-9:30am, and again Monday from 11:30am-12:30pm. Be sure to have each exhibitor sign off on your exhibitor card to qualify for door prizes.

## ANNUAL BUSINESS MEETING

The annual CAHAM Business Meeting will convene on Wednesday, September 23, 2009 at 9:00 am. All members are encouraged to attend. This is a good opportunity to learn more about the organization and enjoy a full breakfast buffet prior to your departure home. Everyone is invited to attend, however, if an issue is put to vote only CAHAM members may vote.

## THE 5K-HAM WALK

Get your mornings started early, and join our walkers at 6:30 a.m. for a brisk morning walk. Don't forget your walking shoes. A special CAHAM Thanks to Vicki Sanseverino, Lena Watts, and Carla Evans for leading our early morning walkers this year!

*Don't gamble with Your Bottom-Line*

# ACCOMODATIONS

Hotel accommodations are not included in your registration fee. A limited block of rooms is available on a first come first serve basis. CAHAM has arranged for a special conference rate of \$210 plus tax and fees per night. Contact the Four Seasons directly for reservations.

## **The Four Seasons Hotel & Resort**

**3960 Las Vegas Blvd., South**

**Las Vegas, Nevada 89119**

**702-632-5000**

Remember! Don't wait, there are a limited number of rooms at the reduced rate available.

# ABOUT THE RESORT

Amid the sparkle and excitement of Las Vegas, you will discover an oasis of serenity, where a city celebrated as larger-than-life transforms magically into one-on-one. At the Four Seasons Hotel you're welcomed into a graciously intimate environment—a tranquil, non-gaming atmosphere with a warmly residential style. Here, you'll experience a level of luxury and personal service so exceptional that, immediately upon opening, Four Seasons was honored with the AAA Five Diamond award. The Four Seasons was the first hotel to receive this prestigious distinction. The 424-room hotel is the only luxury hotel of it's kind in Las Vegas.

At the Four Seasons Hotel you'll enjoy a uniquely comfortable and personalized approach to the city's glamour and vitality. Within steps of the hotel lobby you can visit an Egyptian sphinx, dine atop the Eiffel Tower, or ride a roller coaster around the Manhattan skyline. You can explore some of the world's finest shopping or be entertained by international performers.

The Spa and private health club with a sparkling swimming pool, surrounded by meticulous gardens, private cabanas, and 26,000 square feet of the most sophisticated meeting space available. From these luxurious public areas, guest are swept up by private elevators to their Four Seasons quarters, nested high above the city and offering breath-taking views.

Each generously proportioned room bears all the Four Seasons touches. The signature marble bathroom, with its deep soaking tub, and separate shower are just a few of the amenities you will enjoy. Setting the highest standard in service, the Four Seasons features twice-daily housekeeping with nightly turn down, and 24-hour room service.

## Airport Transportation

Just outside the baggage claim area at the Las Vegas airport are several shuttle services. For approximately \$15 you may purchase a round trip shuttle pass. The shuttle will take you to the Four Seasons, and on your checkout day, will take you back to the airport. Taxies are also available outside of the airport. A taxi ride will cost approximately \$15 one way.

## Conference Tips

- Bring an address book for new contacts and a camera for memories.
- If you're a first-time conference attendee, be sure to attend the First Timers Orientation Sunday.
- Request a vegetarian meal on the registration form if you would like one.
- Book your room at The Four Seasons Hotel & Resort early... there are a limited number of reduced rate room available!
- Bring your family or friend and take this opportunity to take some time away.

You can LEARN by day,  
and PLAY by night!

- Don't forget to pack your bathing suit!
- Pack your walking shoes and join our early morning walkers.
- Be sure to bring a large supply of business cards to use for networking.

*Don't gamble with Your Bottom-Line*





# THANK YOU TO OUR SPONSORS!

*Please join us again next year.*

