



FL AAHAM Annual Institute: Sea the World Changes



Sponsored by Florida Sunshine Chapter of AAHAM

August 7-8-9, 2019

Sessions start at 12:30 PM on Wednesday, August 7th

Doubletree by Hilton Orlando at SeaWorld

10100 International Drive

Orlando, Florida 32821

Phone 1-407-352-1100

Register for Hotel from link:

<https://doubletree.hilton.com/en/dt/groups/personalized/M/MCOSRDT-AAH-20190802/index.jhtml>

Conference Registration fee:

Multi-Day Fee: \$199 for AAHAM members, \$219 for non-members & Student w/Proof \$69

- **One-Day Fee: Thursday Only** \$100 for AAHAM members, \$125 for non-members & Student w/Proof \$25
- **One-Day Fee: Wednesday or Friday** \$50 for AAHAM members, \$50 for non-members & Student w/Proof \$25

Register for conference online at: <https://floridaaaham.com/meetinginfo.php?id=16&ts=1558717665>

AAHAM CEU's 28, Other CEU/CPE 14

**Don't forget about our
Back to School Drive**

&

**Charity Raffle for
Redefining Refuge!**



Conference Agenda

- Exhibits / Breaks located in Orange A & B
- General Sessions located in Orange C

Wednesday, August 7th

9:30 A.M. – 11:30 A.M. **FL AAHAM Board Meeting.** Open to Membership. RSVP to Linda Sayre at lindacsayre12@comcast.net.

11:30 A.M. – 12:30 P.M. **Registration Begins and Lunch on Your Own**

12:30 P.M. – 1:00 P.M. **Conference Welcome and Chapter Committee Reports**

1:00 P.M. - 2:00 P.M. **Keynote Speaker Session I :** Vision 2020- The Next Decade in Healthcare Revenue Cycle presented by Brad Skilton, Executive Director, Patient Access Services, Change Healthcare



Brad Skilton is currently the Executive Director of Patient Access Services for Change Healthcare. Prior to that, he spent nearly two years at Central Florida Health as their Administrative Director of Revenue Cycle, overseeing HIM, Patient Access, PFS, Revenue Integrity and Physician Billing. Brad spent 12 years with Advent Health in various capacities, but, most notably, he was utilized by their Corporate Office to help with Revenue Cycle turnarounds for the Volusia/Flagler market as well as the Lake County Market here in Florida. The revenue cycles in both of those regions later became the # 1 and # 2 performing Revenue Cycles respectively within all of Advent Health during his tenure there. He holds an MBA in Finance from Webster University and a BS in Business Management from the University of Phoenix. Brad resides in Orlando, Florida and is currently writing a book on Revenue Cycle Management and Leadership which, if time permits, he hopes to be able to release sometime the latter part of next year.

2:00 P.M. - 3:00 P.M. **Session II: Medical Identity Theft** presented by Detective Sergio Uribe, Orange County Sheriff's Department



After graduating from Florida Atlantic University with a BA in political science, Sergio joined the Orange County Sheriff's Office. While with the Sheriff's Office, he continued his education with George Washington University in their online master's program. During his time with the Sheriff's Office, he has been able to investigate and assist with a multitude of crimes such as robberies, burglaries, sex crimes, and homicides. Since being assigned to the Economic Crime Squad, Sergio has been able to participate with a wide variety of investigations; multi agency and multijurisdictional; working with our federal law enforcement partners and private sector counterparts. He has successfully investigated theft of several hundred dollars to multi-million-dollar cases, with money returned to the victim. He enjoys working with the Sheriff's Office, especially now as an economic crime detective, and especially training those to better identify and mitigate financial crimes.



- Exhibits / Breaks located in Orange A & B
- General Sessions located in Orange C

3:00 P.M. – 3:15 P.M.

Break with Exhibitors

3:15 P.M. – 4:45 P.M.

Session III: Medicare Updates through CMS transmittals, Secure Provider Online Tool (SPOT) Updates & Medicare Beneficiary Identifier (MBI): Get it! Use it! Presented by Ursula Weaver, Provider Relations Representative, First Coast Service Options



As a provider relations representative at First Coast Service Options, Ursula prepares communications for healthcare providers supplying Medicare beneficiaries with services. She is also the project manager of First Coast's annual symposium Medicare Speaks, which depends on coordination of internal and external presenters to ensure success. Ursula started her career with First Coast in 2003 and holds a master's degree in business administration.

Dinner on Your Own

8:00 – 10:00 PM

Hospitality Suite at Hilton Double Tree,

sponsored by Florida Sunshine Chapter of AAHAM (Suite# is TBD)





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- General Sessions located in Orange C

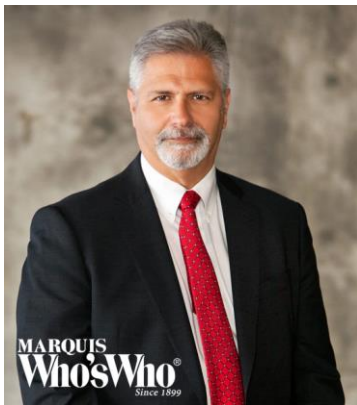
Thursday, August 8th

7:30 A.M – 8:30 A.M.

Registration & Breakfast Buffet

8:30 A.M. -9:30 A.M.

Session I: "The Ins and Outs of Appeal Denial Management-How to Improve Your Appeals and Post-Appeal Strategies to increase Recoveries" presented by Richard A. Lovich, Managing Partner, Stephenson, Acquisto & Colman



Mr. Lovich is Managing Partner at Stephenson, Acquisto & Colman, the premier healthcare reimbursement litigation firm in the country. He is admitted to practice before the United States Supreme Court, the Ninth Circuit Court of Appeals; and all federal and state courts in California.

Mr. Lovich has 34 years of litigation experience including 15 years as the chief trial lawyer and managing attorney for the Los Angeles law offices of American International Group (AIG) and The Hartford, two of the country's largest insurance companies. In that capacity he had direct and primary responsibility for all trials in Los Angeles, Orange, and San Diego counties.

Since 1995, he has held a "Preeminent A-V Rating", by Martindale-Hubbell, reflecting the highest possible peer ratings in legal ability and ethical conduct; and has been named a "Southern California Super Lawyer" since 2011. In 2012, Mr. Lovich was named a Top-Rated Lawyer-Healthcare in the October issues of Corporate Counsel and The American Lawyer magazines, and since 2016, he has been selected as one of the Nation's Top One Percent of Attorneys as selected by the National Association of Distinguished Counsel.

In addition, Mr. Lovich proudly serves as National Legal Counsel to the American Association of Healthcare Administrative Management (AAHAM). In that capacity, in 2016, he testified before the United States Senate Commerce Committee on needed changes to the Telephone Consumer Protection Act (TCPA) and the difficulties presented by that law to the healthcare industry.

Since 1991, he has been responsible for the development, implementation, and presentation of national trial advocacy training programs, and has served on national legal audit teams auditing both financial and litigation management requirements. He has lectured nationally on many revenue cycle topics at large health systems and top university academic medical centers including Stanford University Health, UCLA Health, University of California Irvine Health, University of California San Francisco Health; the Regents of the University of California, Providence-St. Joseph Health, Trinity Health, and Dignity Health.

Mr. Lovich is married with 5 daughters and two grandchildren. He possesses a love for silent movies, a passion for classic rock and roll, and an unwavering faith that someday he will play center field for the LA Dodgers.



- Exhibits / Breaks located in Orange A & B
- General Sessions located in Orange C

9:30 A.M. – 10:30 A.M.

Session II: Revenue Cycle Panel Presentation & Discussion



Industry-related topics moderated by Arjun Bhatia, MBA, FHFMA. Arjun Bhatia holds a CRCE-I from AAHAM and is a Fellow of HFMA. He is a manager with Accenture Health Provider practice with focus on enterprise operations. Prior to joining Accenture, Arjun held revenue cycle leadership roles in both not-for-profit and for-profit health systems delivering results driven by data analytics, automation and process improvement.

10:30 A.M. – 10:45 A.M.

Break with Exhibitors

10:45 A.M. – 12:15 P.M

Session III: Human Trafficking presented by Natasha Nascimento, President and Founder, Redefining Refuge



Born and raised in Johannesburg, South Africa, and after spending over a decade in Florida, Natasha Nascimento's diverse life experience cultivated a sensitivity to acknowledge and find ways to serve others in need. Recognizing the local urgency to advocate on behalf of children without a voice became a catalyst for Natasha to create Tampa Bay's first Holistic Program for trafficked girls. Inspired, but afraid, she opted to leave her career in finance to launch the foundation, Redefining Refuge. For her work in this sector, Natasha was awarded The Lightning Community Hero by the Tampa Bay Lightning Foundation, as well as the Spirit of Humanity Award by the DeBartolo Family Foundation. Since the organization's inception in 2010, she has been invited to the State Capitol and the United States Capitol where she continues to campaign for legislative change. A blend of faith, courage, humility and integrity; Natasha isn't just an Advocate fighting for exploited children, she's an Advocate fighting for the creation of a better world for all children.

12:15 P.M. – 1:15 P.M.

LUNCH, Corporate Partners Spotlight & Charity Raffle

Spotlight on All Our Loyal Corporate Sponsors. 50/50 Raffle benefiting our charity, Redefining Refuge.

- Exhibits / Breaks located in Orange A & B
- General Sessions located in Orange C

1:15 P.M.- 2:45 P.M.

Session IV: What a Data Breach Means to Your Patients presented by Sarah Badahman, CEO/Founder, HIPAAAtrek



I have been accused of being a special kind of crazy since I LOVE HIPAA and all things security related! Apparently, this is not a normal love. I am passionate about helping healthcare organizations and their business associates in becoming compliant with HIPAA.

I have helped hundreds of organizations and practices with security risks analysis, change management, and implementation of HIPAA. I have spoken at several national forums on HIPAA security and privacy.

It was a culmination of my passion for HIPAA, desire to educate the healthcare industry on HIPAA and assisting healthcare organizations through the HIPAA implementation process that paved the way for HIPAAAtrek. HIPAAAtrek was founded in 2014 as a SaaS solution to guide HIPAA compliance activities for healthcare entities and their business associates.

HIPAAAtrek is a 2014 graduate of Capital Innovators, Most Promising Woman-Owned Business at the 2014 St. Louis Start Up Challenge, Named One to Watch by the St. Louis Small Business Monthly, BioSTL Inclusion Award recipient, and a 2015 Arch Grants recipient.

2:45 P.M. – 3:00 P.M.

Break with Exhibitors

3:00 P.M. – 4:00 P.M.

Session V: Price Transparency & Legislation presented by Stephen Benz, Experian Health



Stephen Benz brings over 18 years of clinical IT experience in business development and business development tools to support the acquisition and installation of healthcare IT systems and solutions. Stephen is highly accomplished in hospital diagnostics and evaluation of front-end Patient Access and Revenue Cycle processes with extensive experience developing business cases and presenting customized, solutions-based software sales demonstrations.



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4:00 P.M. – 5:00 P.M.

Session VI: Legislative and Regulatory Updates, Kathy Reep, VP Finance, Florida Hospital Association



Kathy is Vice President/Financial Services with the Florida Hospital Association. Her responsibilities include monitoring regulatory issues related to Medicare, Medicaid, managed care, Workers' Compensation, and TRICARE, determining their impact on Florida hospitals, and educating the providers in the state about their implications. She is also responsible for compliance issues related to billing and reimbursement, as well as HIPAA implementation. Kathy has over 25 years' experience in health care. Prior to joining FHA, Kathy worked with Florida Hospital in Orlando for 18 years. She has held positions in Patients Business, Internal Audit, Systems Management, DRG Management, and as Associate Director of Budget. Prior to leaving Florida Hospital, Kathy held the position of Reimbursement Director. Currently, Kathy co-chairs the Outpatient Workgroup of the Medicare Technical Advisory Group with CMS. She is a member of American Health Lawyers Association, HFMA, and AAHAM, as well as chairman of the State Uniform Billing Committee and a voting member of the National Uniform Billing Committee. Kathy holds an MBA degree from Rollins College.

6:00 P.M. – 7:00 P.M.

President's Reception (Drinks & Buffet Dinner provided)
Business Casual Attire. Guest Tickets available for \$25.

7:00 P.M. – 9:30 P.M. Minute to Win It Networking Event (Team Games hosted by Rusty Ingalls)



50/50 Raffle Drawing and Prizes



- Exhibits / Breaks located in Orange A & B
- General Sessions located in Orange C

Friday, August 9th

8:00 A.M 9:00 A.M.

Registration & Breakfast Buffet

9:00 A.M. – 10:00 A.M.

Session I: Human Trafficking Social Media – Awareness and Warning Signs presented by Natasha Nascimento, President & Founder, Redefining Refuge



Born and raised in Johannesburg, South Africa, and after spending over a decade in Florida, Natasha Nascimento's diverse life experience cultivated a sensitivity to acknowledge and find ways to serve others in need. Recognizing the local urgency to advocate on behalf of children without a voice became a catalyst for Natasha to create Tampa Bay's first Holistic Program for trafficked girls. Inspired, but afraid, she opted to leave her career in finance to launch the foundation, Redefining Refuge. For her work in this sector, Natasha was awarded The Lightning Community Hero by the Tampa Bay Lightning Foundation, as well as the Spirit of Humanity Award by the DeBartolo Family Foundation. Since the organization's inception in 2010, she has been invited to the State Capitol and the United States Capitol where she continues to campaign for legislative change. A blend of faith, courage, humility and integrity; Natasha isn't just an Advocate fighting for exploited children, she's an Advocate fighting for the creation of a better world for all children.

10:00 A.M – 11:00 A.M.

Session II: How to Deal with Difficult Patients and Co-workers presented by Sara Grambling, Director of Patient Financial Services, Doctors Hospital



Sara Grambling, M.A., CRCE is Director of Patient Financial Services and Central Scheduling at Doctors' Memorial Hospital and serves on the Sr. Leadership team.

Sara began her career in healthcare on the clinical side as a Medical Technologist and still maintains her Florida license. She has also worked as a radiology technician, as well as an E.M.T. and continues to serve as a First Responder.

Sara earned her B.S. in Health Care Management from Saint Leo University and her Master's Degree in Management and Leadership from Liberty University. Sara is passionate about coaching people and leading them to develop their strengths. Sara is a Crossfit athlete, distance runner and musician, but what she enjoys most is spending time with her husband Scott and their children.... Eli and his wife Allie, and their youngest son, Evan.



- **General Sessions located in Orange C**

11:00 A.M – 12:00 P.M.

Session III: We're Not So Different. An educational initiative on LGBTQ issues in Healthcare. Presented by Kathryn Carpenter, M.S., Patient Experience Officer, Ambulatory Care Services, University of Florida Jacksonville Physicians, Inc. and Andy Carroll-Mazeli, Value Analysis Facilitator – Periop Services, Supply Chain Services Administration UF Health Jacksonville.

Bios will be provided prior to the conference.

12:00 P.M. - 12:30P.M.

Closing Remarks, Drawings for Prizes and Adjournment.



Copies of the educational presentations will be loaded on the chapter web site for future reference. We invite all attendees to explore the AAHAM web sites. Our organization began in 1968 and is a well-known international organization for healthcare revenue cycle managers from Admitting to the Business Office and beyond. Our educational certification levels are valuable in the advancement of your career and your staff.

Visit our national web site or our local chapter for more information- our network meets needs of your organization and people.

National: www.aaham.org

Florida Sunshine Chapter: www.floridaaaham.com