



FALL REGIONAL MEETING
September 26th 8:00 AM – 4:00 PM

Fauquier Hospital, 500 Hospital Drive, Warrenton, VA

Meeting Agenda

8:00 - 8:30 Registration and Continental Breakfast

8:30 – 8:45 Welcoming Remarks

8:45 - 9:45 **Making the Case for Centralized Scheduling** A case study of how HCA transitioned from an inconsistent and sometimes manual scheduling process for outpatient diagnostic imaging services to a standardized, market based model of delivery, including processes, technology, reporting and training resulting in improved performance, outcomes, and patient and physician satisfaction. The approach presented applies to multi-hospital systems and stand-alone hospitals. **Jessica McKinney, Parallon**

9:45 - 10:45 **Demand For Transparency Driven By the New High-Deductible and Under-Insured Patient: How It Will Effect Healthcare Purchasing and How Your System Can Prepare**

Analyze how price transparency will affect the healthcare market going forward. How does transparency affect the high deductible/cash pay patients utilization of healthcare services? What happens when a facility decides to be completely transparent in pricing with patient volume, revenue, and managed care contracts? What types of facilities are currently offering transparent pricing and how have they gone about offering transparency? How does transparency affect the marketplace and the patient's quest for value? - **Katheryn Cawiezell & Christopher Larsen, MD**

10:45 - 11:00 Morning Break – *Generously sponsored by Rycan-Revenue Cycle Solutions*

11:00 - 12:00 **Post and Pre ACA – Federal Navigation Pros & Cons**, The presentation is a basic outline of what DECO found from being a Federal Navigator i.e. the pros & cons of ACA post 2013 and pre enrollment preparedness for Nov. 15th, 2014. - **Pete Ash & Godlee Davis, DECO**

12:00 - 1:00 Lunch – *Generously sponsored by Receivables Management Consultants, Inc.*

1:00 - 2:00 **VHHA Informative Update:** Paul Speidell will provide an update on the current status of efforts to close the coverage gap in Virginia and other policy issues of importance to hospitals and health systems. **Paul Speidell, VHHA**

2:00 - 2:15 Afternoon Break -

2:15 - 3:30 **Patient Centered Service**, Do your employees feel like they are part of the overall patient experience or is a service score just another metric? Let's talk about engaging your folks and how it will benefit the organization, the patient and even employee satisfaction!

Ginger McDonough, The ROI Companies

3:30 - 3:45 Closing remarks and Door Prize Drawing – *Generously sponsored by Credit Control Corporation*

3:45 Adjournment



REGISTRATION FEES

Member \$85

Non Members \$125

Name _____

Title _____ Certification: _____

Organization _____

Phone _____

Email _____

Please send registrations and payment information to:

Dushantha Chelliah
2212 Greenbrier Dr,
Charlottesville VA 22901

**Register online at <http://www.vaaaham.com> under “Calendar of Events”
Click “Online Registration”.**

For Program Questions, Please contact Denise Martin 774-454-9993 dmartin@actioncollection.com

We reserve the right to cancel or re-schedule a program because of insufficient number of registrants or other unforeseen circumstances or to close registration when a program is over subscribed.