

FL HFMA South Regional and AAHAM Florida Sunshine Chapter Educational Event

AGENDA AT A GLANCE

Martin Health System
9:00 AM – 3:30 PM EST
Friday, August 3, 2018

- 8:00am – 9:00am** **Registration**
- 9:00am – 9:15am** **Introduction**
- 9:15am – 10:15am** **Medicare/ Medicare Advantage Issues
and Section 1557 Transgender**
Elizabeth S. Richards, Esq., Bolder Healthcare
- 10:15am – 11:15am** **A Systematic Way to Improve Your
Medicare Quality Measures with Data
Analytics**
George Kelley, COO,
CBIZ KA Consulting Services
- 11:15pm – 11:30pm** **Break**
- 11:30am – 12:30pm** **Built for This – A Marine's Story**
Josh White, Regional VP of Client Development,
Healthcare Financial Resources (HFRI)
- 12:30pm – 1:30pm** **Lunch**
- 1:30pm – 2:30pm** **From Vitals to Pocketbook....Observation
Explained**
Karen Kennedy, BSMT, MBA, CRCE, Martin
Health System
- 2:30pm – 3:30pm** **Transforming and Digitizing the Revenue
Cycle in a world where the Patient is the
new payer**
Bethany Williams, Principal, Provider Business
Development, Sutherland Global

**EARN
6
CPEs**

REGISTRATION FEES

- \$35.00 HFMA & AAHAM Members
\$40.00 Non-Members
\$15.00 Students

Register TODAY!

VENUE NAME

Martin Health System
200 SE Hospital Avenue
Stuart, FL 34994

ROOM LOCATION

Conference Center

CONTACT

Chair: Philip Menell
Philip.mennell@penncredit.com
Co-Chair: Anthony Felipe
Felipe.anthony@gomedassist.com

THANK YOU TO OUR EVENT SPONSORS



WHO SHOULD ATTEND

Finance, Reimbursement, Decision Support, All Revenue Cycle (admission to post discharge and billing), Case Management, Coding/HIM, and Denials and Appeals



HFMA Florida Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBARegistry.org.

FL HFMA South Regional and AAHAM Florida Sunshine Chapter Educational Event



George Kelley

COO, CBIZ KA Consulting Services

Mr. Kelley has more than 30 years experience in the healthcare financial management industry as a practitioner and consultant. His areas of expertise focus on revenue cycle management and process improvement, revenue compliance, modeling and implementation of new reimbursement policy, managed care recovery and negotiation, charge description master review and redesign, and decision support design and implementation. Mr. Kelley has a varied background in healthcare financial management that provides him with a unique skill set to assist his clients in meeting their goals.

Mr. Kelley has been a featured speaker regionally and nationally on many topics impacting healthcare financial professionals including the Medicare outpatient prospective payment system and Recovery Audit Contractor (RAC) Preparation and HIPPA Readiness.

Mr. Kelley is currently the Chief Operating Officer for CBIZ KA Consulting Services, LLC a healthcare reimbursement consulting company.



Karen Kennedy, BSMT, MBA, CRCE

Martin Health System

Karen Kennedy has worked in the provider side of healthcare for 23 years encompassing both clinical and financial perspectives. Her undergraduate degree is in medical laboratory technology and she is a licensed clinical laboratory supervisor in the state of Florida. She also holds an MBA and has worked as a healthcare financial analyst, cost accountant, and PFS Manager. She currently is the Director of Corporate Business Services at Martin Health System, a multi-campus integrated healthcare delivery system in Martin and St. Lucie Counties. Karen is an active participant in FHA and is the President of the Florida Sunshine Chapter of AAHAM.



Elizabeth S. Richards, Esq.

Bolder Healthcare

Elizabeth Richards is Division Vice President of Outreach Solutions for Bolder Healthcare. She is an Attorney who specializes in third party healthcare reimbursement. Her current responsibilities include leading the denials, worker's compensation, and eligibility divisions of Bolder Healthcare.

She holds a Bachelor of Business Administration in Finance and a Juris Doctor, both from the University of Georgia.

Prior to joining Bolder, she spent the first ten years of her career at Clinton A. Harkins, P.C. where she managed the law firm and the third party liability department. Her expertise includes hospital liens, workers compensation, insurance appeals, Medicaid and other complex reimbursement matters.

Mrs. Richards is an active member of the Georgia Bar, Georgia Academy of Healthcare Attorneys, and Georgia Chapter of HFMA. As a member of Georgia HFMA, she has been a member of the board of directors, legal counsel to the chapter, and co-chair of the Region Five event. Additionally, she chaired and founded woman in healthcare initiative in the state. In 2014, she was selected and served on the National HFMA task force for Early Careerist. She also holds the HFMA Fellow designation and the Medal of Honor.

She frequently presents to groups all over the Country on third party reimbursement and revenue cycle compliance issues. When not working, Mrs. Richards enjoys spending time with her two sons, Hudson and Grayson, and cheering on the Georgia Bulldogs!

FL HFMA South Regional and AAHAM Florida Sunshine Chapter Educational Event



Josh White

Regional VP of Client Development, Healthcare Financial Resources (HFRI)

Joshua W. White, a combat veteran turned healthcare rev-cycle solutions specialist, served during the invasion of Iraq (2003). This is a story of what it's like growing up in a fly-over state, riddled with poverty, drugs, and how the Marine Corps calling changed his life forever. Built for This is a real life account of what it was like on the front lines of a major US Conflict from a boots on the ground perspective. As he shares his experiences through various life stages, audiences can expect to be astonished with what it takes to deal with conflict, terror, excitement of war, and camaraderie forged in battle—along with a humbled view on how to continually live with the aftermath of fear and anxiety.



Bethany Williams

Principal, Provider Business Development, Sutherland Global

Bethany Williams serves as principal of provider business development at Sutherland Healthcare. In this role, she is responsible for growing the provider business through strategic partnerships and building brand awareness. She is also a thought leader and regularly presents at national and international conferences on revenue cycle, innovation in healthcare, work-life balance, branding, and social media.

Bethany has more than 30 years experience working in consulting, product development, strategy, and business development in the healthcare and IT industries. Prior to joining Sutherland, she served as regional partner at IKS Health, where she worked on innovative Virtual Scribe and Document Management solutions, as well as business development. Before this, she led the creation of a new social way to share documents in healthcare delivered to the market at a disruptively low cost while at ZirMed as vice president of product strategy. She's also held prestigious roles in healthcare consulting at PwC and GE Healthcare.

Bethany completed her undergraduate education with a B.A. in Healthcare Administration from National University. She went on to continue her education at Stanford University in Entrepreneurial Studies. She currently resides in Dallas, Texas with her husband. In her free time, Bethany enjoys writing and keynote-speaking at conferences. She recently summited Mount Kilimanjaro and is always on the lookout for the next mountain to climb.