

# HEALTHCARE 2021

## WHAT NOW? WHAT NEXT?

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SEPTEMBER 16 & 17, 2020

Our '20 AZ HFMA Fall  
Conference is a LIVE EVENT  
Delivered Virtually...

We Are Proud To Support Our  
Chapter & Enterprise Members  
with hosted pricing for qualified  
registrants\*

*Special Thanks to AZHFMA Event  
& Annual Sponsors for helping us  
make this possible!*

**\*HOSTED REGISTRATION AVAILABLE TO PROVIDERS, HEALTH PLANS  
& PHYSICIAN GROUPS THROUGH THE GENEROSITY OF OUR SPONSORS.**

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# HEALTHCARE 2021

## WHAT NOW? WHAT NEXT?

AZ HFMA is excited to deliver top-notch education, peer-to-peer networking and community building in a new format for the 2020 Fall Conference. This **live** event will be **delivered virtually** to attendees via zoom platform, allowing for maximum interaction and engagement.

Our world is forever changed in the way healthcare organizations operate clinically, operationally and financially. As a community, we are still learning and adapting- we all want to know:

### What now? What next?

The 2020 Fall Conference agenda and speakers will provide real-time updates and case studies - providing answers, guidance and a plan forward for our local hospitals, physician groups, health plans and partners.

Log on, laugh & learn what others are doing to pivot, adapt and deliver value within our "new normal."

### Conference Logistics:

We are considering this event to be a live event... delivered virtually, direct to our attendees. Attendees will be interacting in real-time with speakers, exhibitors and sponsors.

### Virtual Networking & Community Connections:

We will "fun-ify and game-ify" the educational experience, offering points for interactions and visits, where attendees can earn prizes and giveaways.

### Sponsor Hosted Conference

With thanks to our valued business partners and event sponsors we are happy to extend a Preferred Provider Pricing Model available to Providers, Health Plans and Physician Groups.

The "hosted" attendance option allows complementary and VIP access - with the completion of the [Hosted Attendee Registration Form](#).



# AGENDA

Wednesday, September 16, 2020

8:00 AM - 12:00 PM



## PRE-CONFERENCE: CRCR CERTIFICATION BOOT CAMP **Sponsored by HCI**

Terry Brennan, CHFP and FHFMA

Jason Metcalf, CHFP and FHFMA, Director of Revenue Cycle Services, Yavapai Regional Medical Center

1:00 PM - 1:30 PM

## WELCOME AND CONFERENCE OPENING REMARKS

Samantha Brodt, AZ HFMA President and Joan Goda, AZ HFMA President-Elect

1:30 PM - 3:00 PM

## EXECUTIVE LEADERSHIP PANEL: COVID-19 - Operating in a New Normal

Lorry Bottrill, CEO, Mercy Care

Stephanie Jackson, Chief Quality Officer, HonorHealth

Jamie Davis, Executive Director Revenue Cycle, Banner Health

Donna Zazworsky, Adult Administrator, Medicaid and Director Adult Care Mgmt, Arizona Complete Health

Moderated by Dr. Marjorie Bessel, Chief Clinical Officer, Banner Health

3:00 PM - 3:30 PM

**LIFE BREAK** - On your own (Check emails, Refresh yourself/loved ones)

3:30 PM - 5:00 PM



## BREAK OUT SESSION #1 with Facilitated Round Table

- **REVENUE CYCLE TRACK** Digital Patient Engagement: Improving Self-Pay Collections & More, David Ralston, AVP Revenue Cycle, Jackson Hospital and Noel Felipe, Revenue Cycle Practice Leader, MedAssist, A Firstsource Company

**Sponsored by MedAssist, A Firstsource Company**

- **FINANCE TRACK** Washington Update Including Cares Act Considerations, Heather Meade, Principal, EY Washington Council, Ernst & Young and Dave Manges, Senior Manager, Indirect Tax, Ernst & Young

- **VALUE-BASED CARE TRACK** Pediatrics & Population Health, Renee Clark, Vice President, Managed Care, Phoenix Children's Hospital and Bryce Sherman, Director, Business Operations, Phoenix Children's Care Network/

**Sponsored by Centauri Health Solutions, Inc.**



5:00 PM - 6:00 PM



## CONFERENCE KICK-OFF RECEPTION

**Sponsored by qrcAnalytics and Lumina Health Partners**

Happy Hour "Trivia & Toasts" with AZ HFMA President Samantha Brodt

Thursday, September 17, 2020

8:45 AM - 9:00 AM

## CONFERENCE WELCOME FROM BOARD OF DIRECTORS

AZ HFMA President Samantha Brodt

9:00 AM - 10:00 AM



## CONFERENCE KEYNOTE: Leading through Uncertainty

Robert Fromberg, Chief Communications Officer, Kaufman Hall

**Sponsored by Xtend Healthcare**

# AGENDA

Thursday , September 17, 2020 (Continued)

10:00 AM - 10:30 AM

**LIFE BREAK** - On your own (Check emails, Refresh yourself/loved ones)

10:30 AM - 12:00 PM



## **BREAK OUT SESSION #2 with Facilitated Round Table**

- **REVENUE CYCLE TRACK** Revenue Cycle Modernization and Impact to Operations, Becky Peters, Executive Director, Patient Access Services, Banner Health and Jeni Erikson, Senior, Director, Patient Access, Banner Health  
**Sponsored by Healthcare Resource Group, Inc. (HRG)**
- **FINANCE TRACK** A Data-driven Assessment of Risk Readiness, Daniel Marino, MBA, MHA, Managing Partner, Lumina Health Partners & Gene Rondenet, Founder, President, CTO, qrcAnalytics
- **VALUE-BASED CARE TRACK** Care coordination, Care management and Case management: What are the issues, opportunities and challenges for payers and providers in a value-based payment environment? Charlton Wilson, MD, FACP, FACHE, Chief Medical Officer, Mercy Care

12:00 PM - 1:00 PM

**LIFE BREAK** - On your own (Check emails, Refresh yourself/loved ones)

1:00 PM - 2:30 PM

## **AFTERNOON KEYNOTE: AHCCCS Update**

Shelli Silver, Deputy Director, AHCCCS

Q&A Moderated by Jim Hammond, The Hertel Report

2:30PM - 3:30 PM

**LIFE BREAK** - On your own (Check emails, Refresh yourself/loved ones)

3:30 PM- 5:00 PM



## **BREAK OUT SESSION #3 with Facilitated Round Table**

- **REVENUE CYCLE TRACK** Provide Price Transparency that Patients Want and the Government Requires—Is Your Hospital Ready to Deliver a Virtual Patient Experience? Paul Shorrosh, MSW, CHAM, Founder & CEO, AccuReg
- **FINANCE TRACK** Lessons Learned from the Implementation of Accounting Standard Codification (ASC) 842 – Leases, Brian Clifford, Director of Accounting Operations, Mayo Clinic and Dan Bulger, Director of Accounting Operations, Mayo Clinic  
**Sponsored by Titan Health Management Solutions**
- **VALUE-BASED CARE TRACK** Value-Based Networks in Commercial Health Insurance, Chris Scherzer, President, The Clear Group LLC

5:00 PM - 6:30 PM



## **CONFERENCE CLOSING CEREMONY Sponsored by Hawes Group**

Happy Hour "Thirsty Thursday's Throwback Game Shows"

# PRICING

**\$149 for Members**

**\$199 for Non-members**

**\$0\* for Hosted Attendees**

**\*HOSTED REGISTRATION AVAILABLE TO PROVIDERS, HEALTH PLANS  
& PHYSICIAN GROUPS THROUGH THE GENEROSITY OF OUR SPONSORS.**

**To receive hosted registration, please complete the  
form [here](#).**

## **EXTEND YOUR REACH!**

Don't miss your chance to become a  
contributing partner for the Arizona HFMA  
Fall Conference.

Sponsor opportunities available on the  
AZ HFMA website.

**Registration open at [azhfma.org](http://azhfma.org)!**

Visit [www.azhfma.org](http://www.azhfma.org) for more details or call (602) 494-4230.