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TEXAS HOSPITAL ASSOCIATION

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Audioconference

July 23, 2009 • 10:30 a.m. - Noon Central

Effective Upfront Collections: Applying Retail Point-of-Service Strategies to Health Care

Login starts at 10:15 a.m. CST

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Entire Staff
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Session Overview

With more and more patients entering the health care system as self-pay patients, health care providers are facing the increasing challenge of collecting payments directly from the individual patient. Historically, providers have dealt primarily with insurance companies and government programs such as Medicare to arrange for payment. Recently, however, individual patients, including insured patients, have assumed significant responsibility for paying for care. These changes make it difficult for providers to determine proper patient payment plans and appropriate discounts at the time of service, and also increase the complexity of accurately billing patients and insurance companies. Often, the hospital staff members are not provided with effective tools, training or support for handling these complex situations. This can lead to an inefficient revenue cycle, missed opportunities for collecting payments and increased bad debt.

This session highlights the necessary tasks that must be moved from back-end processes to point of service, and details the many consequences that can occur if proper steps are not taken. In addition, you will be introduced to tools and technology that can help improve your facility's accounts receivable processes -- allowing you to determine, collect and negotiate payments with patients upfront, just like in a retail setting.

Target Audience

Geared towards patient financial service directors, business office managers, chief financial officers and access directors, this session will benefit hospitals, physician practices and all other health care service providers, in both inpatient and outpatient settings.

Learning Objectives

At the conclusion of this program, participants will be able to:

- Identify possible collection issues requiring change.
- Apply processes to resolve accounts at point of service rather than on the back end.
- Recognize all alternatives for cash.
- Examine methods of sharing the responsibility and closing the gap.

Faculty

Irene Barron is chief operating officer and product management officer for nTelagent Inc. in Franklin, Tenn. She has more than 25 years of experience in business office operations and revenue cycle management, with extensive knowledge of registration, insurance billing, collections and reimbursement, as well as overall monitoring and reporting of accounts receivable. She began her career in the early 1980s as an insurance biller in a 200-bed facility, and quickly reached the level of director of patient accounts. She has served in a consulting capacity for Triad Hospitals in both the hospital and clinic settings, and has implemented central scheduling departments and upfront policies and procedures in order to maximize accuracy and upfront collections. Barron holds a degree in supervisory management technology and is a member of the Healthcare Financial Management Association.



The views expressed by the speaker do not necessarily reflect the policies or opinions of the Texas Hospital Association.

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Continuing Education

Continuing Education Certificates for proof of attendance will be issued to all registrants attending this session upon completion of the online program evaluation. These certificates should be placed on file at your hospital as evidence of attendance. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance when you submit the course outline (save the brochure) and your certificate of attendance. If your discipline is not listed below for pre-approved continuing education, it is recommended that you contact your own board or certification organization to find out what is required.

This course may be submitted to the Texas State Board of Public Accountancy for **1.0 CPE contact hour(s) per program**. THA has registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of the program.

Successful completion includes attendance for the entire program, completion of the online course evaluation and the Certificate of Successful Completion as well as submission of the Sign-In Sheet from your facility.

Registration Information

REGISTRATION FEE:
Audioconference only \$195
For audio download option, add \$15 to registration fee.

Participants should register at least **three business days prior to the first session** to ensure optimal processing of conference materials. To register, please submit the attached registration form or register online at THA's Web site, www.tha.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Upon registration and submission of payment, registrants will receive a registration confirmation, via the e-mail address provided on the registration form, with instructions for accessing the program materials and passwords. If you have not received confirmation at least five business days prior to the event, please contact the THA Registrar at 800/252-9403, ext. 1057, or via e-mail to registrar@tha.org.

The registration fee includes **one toll-free telephone connection per registered organization** to hear the presenter. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, if you do not receive an e-mail with instructions from THA or if you are unable to download or open presentation materials, please contact THA two days prior to the event to allow time to address the issue.

Substitution, Transfer and Cancellation Policy

Registrants unable to participate may designate an alternate. Please notify THA prior to the program, if possible. Transfer from one THA education program to another is not permitted, and no financial credit will be granted. If a registrant cancels, the registration fee, less a 20 percent service charge, is refundable only if **THA receives notice in writing at least five business days prior** to the program. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) **Once the instructions (including access codes) have been posted to the event Web page, the refund will be issued only after the program runs and it is verified that the registrant did not access the program.** THA reserves the right to cancel or reschedule programs as determined necessary. If a program is canceled, full registration refunds will be issued.

If you have **content questions** or **special needs** that require accommodation, please contact Michelle Newkirk in THA's Education Department at 512/465-1055 or via e-mail to mnewkirk@tha.org.

Register Now!

Register online or fax the registration form at least three business days before the event.

For information on all of THA's upcoming educational events, visit the online [Education Calendar](#).

Educate Your Entire Staff Quickly and Economically!

Register for the **Effective Upfront Collections Audio-conference** to educate your entire staff in a short period of time without incurring multiple registration fees or travel expenses. The registration fee includes one toll-free telephone connection to the presentation, so you can gather numerous staff members in one room to "attend" for one economical price. Prior to each event, you will receive the presentation materials, which you can distribute to all participants. **Please note that only one site can be offered per registration. It is impermissible for an organization to purchase one registration and to operate multiple connections through an internal telephone system.**

Can't make the Real-Time Session?

Don't worry! THA offers another option for you to take advantage of this timely educational opportunity.

If you register for the real-time session but your entire team can't attend, you can purchase an audio download in addition to your registration for the live audioconference. See the attached or online registration form for this option.

REGISTER TODAY!

Register online at www.tha.org, or fax the registration form at least three business days before the event.

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An audio download is an audio file of the recorded program. If you choose this option, you will receive an e-mailed link within two business days of the live program with instructions on how to download the file directly to your computer. **This link has an expiration of 10 days**, so be sure to contact THA if you do not receive it. Once you download the file, you also can make "reference CDs" for internal staff to check out and listen to at their convenience.

In addition to the audio download option, the presentation materials and a CD recording of this session will be available for purchase. To order the recording, visit THA's Web site at <http://www.tha.org/HealthCareProviders/Education> the week following the program.

Please note that continuing education credits are not available for recorded programs.

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REGISTRATION

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Visit THA's
Web Site
to Register
Online Today!

Registration form (Photocopies may be used.)

FEES:

- Audio Conference only \$195
- Add audio download option..... \$ 15

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Payment must accompany registration form.

Return form in one of three ways:

Fax form if paying by credit card to: 512/692-2653

Mail form and check to:

Texas Hospital Association, P.O. Box 970121, Dallas, TX 75397

Send overnight deliveries only to:

1108 Lavaca, Suite 700, Austin, TX 78701, ATTN: THA Registrar

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