

# East Coast CORE

## Spring 2025 Meeting

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**TAMPA MARRIOTT WATER STREET**

**505 WATER STREET**

**TAMPA, FLORIDA 33602**

### **WEDNESDAY, MARCH 19<sup>TH</sup>**

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6:00 PM –      **Welcome Reception**  
9:00 PM      Location TBD at Tampa Marriott Water Street Hotel

The East Coast CORE Board and our Meeting Sponsors invite you to a Welcome Reception at the Tampa Marriott Water Street Hotel. Join us for cocktails and hors d'oeuvres to kick-off the Spring 2025 Meeting.

This is a great way to begin networking with your colleagues as you arrive in Tampa.

[Please RSVP here!](#)

### **THURSDAY, MARCH 20<sup>TH</sup>**

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7:30 AM –      **Registration & Breakfast**  
8:30 AM

8:30 AM –      **Welcome to East Coast CORE!**  
8:50 AM      *Steven F. Honeywell – President, East Coast CORE*

8:50 AM –      **Meet the Sponsors: Availity & Centauri Health Solutions**  
9:00 AM

9:00 AM –      **Keynote Address**  
9:45 AM      *John D. Couris, President & CEO of Tampa General Hospital*

9:45 AM --      **Break**  
10:00 AM

10:00 AM –      **Meet The Sponsors: CodaMetrix & J.P. Morgan**  
10:10 AM

10:10 AM –      **Vignette Session 1A: Using Custom Procedure Codes to Automate Processes**  
10:55 AM      *Wendy McLennan, Spartanburg Regional Healthcare System*

Spartanburg Regional discusses how they use custom codes to automate the global billing requirements - even with coverage changes occur - and to handle claims and RVU requirements for unlisted CPT codes.

### **Vignette Session 1B: Emergency Department Self-Registration**

*Elmer Laurenao, Inova Health System*

Inova Health Systems will share their improvement with self-registration in their Emergency Department.

### **Vignette Session 1C: Managing Provider Level Credit Balances**

*Peter Carlson, Inova Health System*

This session will describe actions taken at Inova to reduce credit balance volume by leveraging Epic automation with use of Slicer Dicer amongst other strategies.

10:55 AM –

### **Break with Refreshments**

11:10 AM

11:10 AM –

### **Breakout Session 2A: Preventing Coding Denials with Epic Pulse**

11:55 AM

*Noam Nahary, Columbia University Irving Medical Center*

ColumbiaDoctors' presents on how they improved Coding and Non-Covered denial rates more than 50% over three years with the help of Denial Pulse.

### **Breakout Session 2B: The Future of Healthcare Billing – Stream**

*Megan Duncan and John Rogers, McLeod Health*

McLeod Health presents on their 2024 journey to improve efficiency, satisfaction and transparency in the Patient Financial Experience with a clear focus on automation as a key driver for success.

### **Breakout Session 2C: Automation and Artificial Intelligence in Revenue Cycle - Partners and Tools**

*Evie DeVries, Corewell Health*

Corewell Health has put together an internal coalition of influencers with representatives from various departments have joined forces to support driving automation and A.I. from concept to realization.

11:55 AM –

### **Break**

12:10 PM

12:10 PM –

### **Breakout Session 3A: Front End Revenue Cycle Improvement Plan**

12:55 PM

*Renna McLamb and Ruby Floyd, WakeMed Health*

A presentation on the Front-End Strategy and Tactics to improve the Revenue Cycle at WakeMed.

### **Breakout Session 3B: TBD**

### **Breakout Session 3C: Five Ways to Improve Self Pay Collections**

*Gina Slobodzian and Shannon Keniston, The University of Vermont Health Network*

This session will cover five ways The University of Vermont Health Network has adopted to increase self-pay collections by utilizing Epic, policy modifications, and staff training & socialization. These include statements; MyChart; payment collection & fixed payment plans; settlement/discount termination; and staff training, scripting & metrics.

12:55 PM – Lunch  
1:55 PM

1:55 PM – Meet The Sponsors: R1 RCM & Revco Solutions  
2:05 PM

2:05 PM – **Vignette Session 4A: Patient Estimates with an Analyst**  
2:45 PM *Lori Holtzman, Inova Health System*

A presentation on the various ways Inova Health System bridges the gap between analysts and operations with workflows and technical build.

**Vignette Session 4B: Sustainable Reduction of Professional Billing Pre-A/R**  
*Israel Arriaza, Inova Health System*

Inova Health System presents on how an innovative redesign of Professional Billing Charge Review Work Queues (WQs) brings together a multidisciplinary team to revolutionize Revenue Cycle management.

**Vignette Session 4C: Expanding the Automation Toolkit - OCR**  
*Nicole McAdam, Mass General Brigham*

Learn how MGB expanded their automation toolkit beyond standard RPA with the implementation of OCR technology.

2:45 PM – Break with Refreshments  
3:00 PM

3:00 PM – **Breakout Session 5A: Patient Access Redesign Success – Creating a Centralized Financial Clearance Team**  
3:45 PM *Erin Hodson and Rahul Banerjee, Inova Health System*

Inova Health System shares their journey to create a centralized financial clearance team and reorganize 250 team members from their ambulatory division to Revenue Cycle.

**Breakout Session 5B: Quality Assurance and Analytics to Manage Operational Performance**  
*Shannon Gilfedder, Baptist Health Jacksonville*

This presentation walks through the efforts of the Baptist Health Quality Assurance (QA) department and Revenue Cycle Analytics department specifically relating to the creation of their QA program. The QA processes intersect at multiple points with the analytics team to allow for randomized account pulls, more automation, and visualizations that can be utilized by operational leaders to help manage their teams.

**Breakout Session 5C: Intentional Outsourcing – What Functions to Outsource, Vendor Selection, Epic Integration, and Monitoring Vendor Performance**  
*Johanna Weller, Main Line Health*

This presentation is intended to help other Revenue Cycle leaders decide when it might be in their best interest to consider outsourcing. The approach taken by Main Line Health to outsource in a very intentional and deliberate manner will be highlighted; to include vendor selection, Epic integration, onshore verses offshore resources and monitoring vendor performance will be discussed.

3:45 PM – Break  
4:00 PM

4:00 PM – **Meet The Sponsors: Revecore & Trust Commerce**

4:15 PM

4:15 PM – **Open Table Revenue Cycle Discussion: Issues, Opportunities, and Q&A**

5:15 PM *Hosted by Michael Mercurio & Scott Williams, Education Committee Co-Chairs*

6:00 PM – **Networking Event hosted by our Sponsors**

9:00 PM

## **FRIDAY, MARCH 21<sup>ST</sup>**

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7:30 AM – **Breakfast**

8:30 AM

8:30 AM – **Welcome to Day 2!**

8:40 AM *Steven F. Honeywell – President, East Coast CORE*

8:40 AM – **Quick Break**

8:45 AM

8:45 AM – **Breakout Session 6A: Analyzing & Reducing Eligibility/Registration and Authorization Denials**

9:30 AM *Janis Hoppe, Intermountain Health*

The presentation will show how Intermountain Health built a team of Patient Access managers that supports front-end Revenue Cycle in their Medical Group. They use initial denial review of Eligibility/Registration and Authorization denials to provide additional hands-on training of Registration staff and facilitate changes in Epic to support denial reduction and clean claims.

**Breakout Session 6B: Single Path Coding for Facility and Professional Charges**

*Sharlene Scott, Stanford Healthcare*

The Single Path Process is successfully employed to reduce redundancy, code and report for both the facility and the professional charges at the same time.

**Breakout Session 6C: Roadmap to Patient Estimates Auto-Finalization**

*John Rogers, McLeod Health*

McLeod Health focused on improving the Patient Financial Experience by providing accurate estimates through automation. By delivering timely and accurate estimates, patients can make informed decisions about their physical and financial health. Learn how logic was implemented that provides patients with an automated and accurate estimate at the right time.

9:30 AM – **Break**

9:45 AM

9:45 AM – **Breakout Session 7A: Centralizing Prior Authorization Denials**

10:30 AM *Brian Bonter and Michael Gozdieski, Inova Health System*

Inova Health System will present on their approach to centralizing several types of Prior Authorizations.

### **Breakout Session 7B: Leveraging Data to Influence Payer Partnerships**

*Kathleen Repoli and Michelle White, SolutionHealth*

This session will focus on SolutionHealth's journey in elevating the conversation on strengthening payer partnerships through data transparency and intentional collaboration.

### **Breakout Session 7C: One Stop Benefits – Expanding Role of Financial Counselors to Identify and Apply for Unclaimed Patient Coverage and Benefits**

*Allison Hartmann, NYC Health & Hospitals*

NYC H+H will share successes and lessons learned developing and piloting a One Stop Benefits model that leverages the expertise of financial counselors who typically focus on health insurance and/or financial assistance to address a wider rate of public benefits enrollment gaps. The focus will be on how the tools have enabled the organization to create a scalable model with limited resources using algorithms that primarily rely on information that already exists in the EMR.

10:30 AM –

10:45 AM

**Break with Refreshments**

10:45 AM –

12:15 PM

**EPIC Update: Current/Future Functionality and Q&A**