

East Coast CORE

Spring 2025 Meeting

TAMPA MARRIOTT WATER STREET

505 WATER STREET

TAMPA, FLORIDA 33602

WEDNESDAY, MARCH 19TH

6:00 PM – **Welcome Reception**
9:00 PM Anchor and Brine at Tampa Marriott Water Street Hotel

The East Coast CORE Board and our Meeting Sponsors invite you to a Welcome Reception at Anchor and Brine in 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 20TH

7:30 AM – **Registration & Breakfast – *Grand Ballroom Foyer***
8:30 AM

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

8:50 AM – **Meet Our Sponsors: Availity & Centauri Health Solutions – *Grand Ballroom***
9:00 AM

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

9:45 AM – **Break**
10:00 AM

10:00 AM – **Meet Our Sponsors: CodaMetrix & J.P. Morgan – *Grand Ballroom***
10:10 AM

10:10 AM – **Vignette Session 1A: Using Custom Procedure Codes to Automate Processes – *Grand Ballroom***
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 – *Grand Ballroom*

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 – *Grand Ballroom*

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 – *Grand Ballroom Foyer*

11:10 AM

11:10 AM –

Breakout Session 2A: COB Denial Prevention – *Grand Salons A-B*

11:55 AM

Rahul Banerjea, Inova Health

Review of how Inova Health has used technology and analytics within Epic to develop strategies to reduce COB payor denials.

Breakout Session 2B: The Future of Healthcare Billing – Stream – *Grand Salons C-D*

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 – *Grand Ballroom*

Evie De Vries, Courtney Allen & Tim Stewart, 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 – *Grand Salons A-B*

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: How to Reduce Untimely Write-Offs through Increased Billing Staff Engagement – *Grand Ballroom*

Michael Barewicz, The University of Vermont Health Network

With so many work queues, how can you measure how the team is performing? How do staff know if they are being successful? A simple framework for setting and sharing department goals with staff to improve staff engagement and reduce untimely write offs; a how-to discussion on setting staff up for success, reducing micromanagement, and eliminating billing office related untimely write offs. Although the discussion will use the billing office as an example, the concepts can be adapted to any of your work queue-based teams.

Breakout Session 3C: Five Ways to Improve Self Pay Collections – *Grand Salons C-D*

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 – *Grand Ballroom Foyer*

1:50 PM

1:50 PM –

Meet Our Sponsors: R1 RCM & Revco Solutions – *Grand Ballroom*

2:00 PM

2:00 PM –

Vignette Session 4A: Patient Estimates with an Analyst – *Grand Ballroom*

2:45 PM

Hilda Dakon, 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 – *Grand Ballroom*

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 – *Grand Ballroom*

David Travis and Mane Chillingaryan, Mass General Brigham

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

2:45 PM –

Break

3:00 PM

3:00 PM –

Breakout Session 5A: Patient Access Redesign Success – Creating a Centralized Financial Clearance Team – *Grand Salons A-B*

3:45 PM

Erin Hodson and Rahul Banerjea, 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 – *Grand Salons C-D*

Shannon Gilfedder and Casey Wood, 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 – *Grand Ballroom*

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 with Refreshments – *Grand Ballroom Foyer*

4:05 PM

4:05 PM –

Meet Our Sponsors: Revecore & TrustCommerce – *Grand Ballroom*

4:15 PM

4:15 PM –

Open Table Revenue Cycle Discussion: Issues, Opportunities, and Q&A – *Grand Ballroom*

5:15 PM

Hosted by Michael Mercurio & Scott Williams, Education Committee Co-Chairs

6:00 PM –

Networking Event hosted by our Sponsors at the Florida Aquarium

9:00 PM

701 Channelside Drive

Tampa, FL 33602

Dive into an unforgettable evening at the Florida Aquarium!

Enjoy a vibrant night filled with delicious food, refreshing drinks, and the rhythm of live music that will get you dancing. Capture the memories at our fun photoboosts and be entered to win one of our raffle prizes. Plus, be on the lookout for other surprises that will make your night even more magical! The aquarium is within walking distance, but we will have shuttles available for your convenience that will run continuously between the hotel and the Aquarium throughout the evening. Buses will begin loading in the Lona Bus Lane at the front of the hotel at 5:45 PM, but you're also welcome to walk, Uber, or take the trolley to the venue. Ride sharing and the local trolley are also options as well. Do not forget to wear your name badge. We hope you're ready for a splash of excitement for everyone!

FRIDAY, MARCH 21ST

7:30 AM – **Breakfast & Networking – *Grand Ballroom Foyer***
8:30 AM

8:30 AM – **Welcome to Day 2 of East Coast CORE! – *Grand Ballroom***
8:40 AM *Scott Williams – Education Co-Chair, East Coast CORE*

8:40 AM – **Quick Break**
8:45 AM

8:45 AM – **Breakout Session 6A: Analyzing & Reducing Eligibility/Registration and Authorization Denials – *Grand***
9:30 AM ***Ballroom***
Janis Hoppe & Gina Koley, 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 – *Grand Salons A-B*
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 – *Grand Salons C-D*
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 – *Grand Ballroom***
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 – *Grand Salons A-B*
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 – *Grand Salons C-D*

Allison Hartmann and Synique Wilson, 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 – *Grand Ballroom Foyer*

10:45 AM –

12:15 PM

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