

East Coast CORE

Summer/Fall 2019 Meeting

PARTNERS HEALTHCARE
399 REVOLUTION DRIVE
SOMERVILLE, MASSACHUSETTS 02145

WEDNESDAY, AUGUST 14TH

6:00 – 8:30 PM **Welcome Reception**
Tony C's Sports Bar & Grill
699 Assembly Row
Somerville, MA 02145

Our East Coast CORE Meeting Sponsors invite you to join them for cocktails and heavy hors d'oeuvres at Tony C's Sports Bar & Grill (located in Assembly Row) to kick-off the Summer/Fall 2019 Meeting! This is a great way to begin networking with your colleagues as you arrive in "Beantown!"

THURSDAY, AUGUST 15TH

7:30 AM **Registration & Breakfast**

8:30 AM - **Opening Session: Welcome to East Coast CORE**
9:45 AM Michael Mercurio, Executive Director, Professional Billing Office, *Partners HealthCare*

9:45 AM - **Welcome to Partners HealthCare**
10:15 AM Peter Markell, Chief Financial Officer, *Partners HealthCare*

10:15 AM - **Break**
10:25 AM

10:25 AM - **Partners HealthCare & RPA**
11:10 AM Benjamin Berkowitz, Director of Intelligent Automation, *Partners HealthCare*

11:20 AM - **Breakout Session 1A (HB): Leveraging Revenue Guardian Edits to Reduce Late Charges – Room A**
12:05 PM Lynda Brown, Nikole Lavoie, Susan Oziemblewski – *Partners HealthCare*

Partners Healthcare has reduced hospital late charges from 3% to 1% over a two-year period. PHS will be sharing their process, which includes leveraging the Epic Revenue Guardian, and their results which reduced costs, denial and write-offs and increased net revenue.

Breakout Session 1B (PB): Unlisted Codes – Proactive Measures to Get Paid & Faster – Room B
Heather A. Vass, MBA, CPC – *Yale Medicine*

Getting paid for "unlisted services" is difficult and time-consuming, requiring repeat follow-ups or appeals. During this presentation, Yale Medicine (PB) will share recently-implemented tools, procedures

and tips to overcome this struggle. Learn how to give carriers what they need (up front) to secure timely reimbursement for unlisted codes, and share your own ideas with the group.

Breakout Session 1C (Access): Pre-Arrival Patient Financial Decisions – Room C

Tami Miller – *The Guthrie Clinic*

Why having a discussion with a patient prior to care about their health care financial situation is important to all parties involved. How your Scheduling, Financial Counseling, Business Office, and Office staff can all work together to help a patient be comfortable with their financial options.

12:15 PM -
1:00 PM

Breakout Session 2A (HB): Maximizing Utilization of the Financial Assistance Module – Room A

Alexander Olmetti & Felinda Thompson – *Duke Health*

Duke Health will share information on their implementation of the Financial Assistance Module. They will also discuss how they have utilized this Epic functionality to support their charity care, Medicaid eligibility, and financial counseling workflows.

Breakout Session 2B (PB): Credit Balance Resolution – Room B

Susan Roddy – *Yale Medicine*

Yale Medicine's journey through reducing their credits by 78%, ranking them better than the top 25% on the Financial Pulse.

Breakout Session 2C (Patient Experience): Using Epic CRM to Improve Patient Experience – Room C

Alicia Ayala – *Yale New Haven Health*

Yale New Haven Health implemented Epic's Customer Relationship Management (CRM) module in their patient billing Call Center in 2016. The Epic CRM tool helps them easily identify why patients contact their Call Center and how those contact reasons change and trend over time. YNHH will share how they used this data to modify workflows, route inquiries more efficiently, improve their first contact resolution, and enhance the patient financial experience.

1:00 PM -
2:00 PM

Lunch

2:10 PM -
2:55 PM

Breakout Session 3A (PB): Registration & Billing Automation/Streamlining – Room A

Ryan Bell - *Northwestern Medicine*

Over the past year, Northwestern Medicine has attempted to automate many of their payer plan mapping issues from both an EDI and plan registration perspective. NW has always reviewed with an eye to not having employees touch every account and wondering where can they map things or create automation.

Breakout Session 3B (AI): A Pragmatic Approach to Robotic Process Automation – Room B

Bob Gross & Eugene Vance – *Cleveland Clinic*

Robotic process automation (RPA) has matured as a technology, and has a myriad of applications in Revenue Cycle. However, it is important to implement RPA in a rational and pragmatic manner to

prevent operational failures. Cleveland Clinic will share their approach to assessing opportunities for automation, and their approach to implementation.

Breakout Session 3C (Other): MyChart Billing: Enhancing the Patient Financial Experience – Room C

Mindy McNamara – *Yale New Haven Health*

With the successful implementation of MyChart Billing in June, Yale New Haven Health continues to add value to the patient financial experience with the ability to seamlessly access both clinical and financial information in one convenient location.

3:05 PM -
3:50 PM

Breakout Session 4A (HB/PB): Follow-Up and Credits Workflow using RPA – Room A

Brad Cox – *Northwestern Memorial HealthCare*

Using workflow automation tools to focus team on accounts that require analytical review in order to increase efficiency, reduce need for human intervention, scale operations without additional staffing, and eliminate need for people to complete repeatable and rudimentary tasks.

Breakout Session 4B (PB): Use of Epic's CRM to Communicate within the CBO – Room B

Paige Butler – *Weill Cornell Medicine*

Weill Cornell Medicine was inspired by UCLA's session at East Coast CORE in NYC in August 2018 on implementing CRM to track and report on patient feedback. They implemented CRM in their CBO to communicate between business units and eliminate emails regarding patient and insurance matters. WCM also wanted a more efficient technology to communicate with their patients.

Breakout Session 4C (Access): Centralizing Pre-Arrival & Improvement – Room C

Kas Garnes, MBA – *Jefferson Health*

Jefferson adopted a Schedgistration governance model to set performance expectations for front end teams and track performance in an effort to reduce claim edits and denials.

3:50 PM -
4:00 PM

Break

4:00 PM -
4:40 PM

How to Tackle the Challenges of Epic Together

5:00 PM
– 7:30 PM

Networking Reception

Lucky Strike Social
325 Revolution Drive
Somerville, MA 02145

FRIDAY, AUGUST 16TH

8:00 AM

Breakfast

8:30 AM -

Keynote Address: How Intelligent AI-Powered Automation is Reshaping the Revenue Cycle

9:30 AM

Peter Durlach

Senior Vice President, Healthcare Strategy & New Business Development, *Nuance Communications*

Inefficient, manual processes make the revenue cycle ripe for disruption. While health systems are investing in the automation of tasks within the clinical realm, real transformation only will occur when there is a platform to collaborate, problem-solve, and add value to the most complex clinical and revenue cycle challenges. In this keynote address, Peter Durlach will provide use cases of how AI-powered automation in the workflow are converging to not only have an impact on individual operations but also help hospitals reshape the revenue cycle from end-to-end.

9:30 AM -

East Coast CORE Feedback Session

10:00 AM

We hope to hear feedback from our meeting participants on how to improve the meeting and what you want to hear about at upcoming meetings!

10:00 AM -

Break

10:15 AM

10:15 AM -

EPIC Update: Current/Future Functionality and Q&A

12:00 PM

12:00 PM

Meeting Adjourned
