



# The Virginia Chapter of AAHAM 35<sup>th</sup> Annual Meeting & Conference



**Kingsmill Resort**  
**1010 Kingsmill Road**  
**Williamsburg, VA 23185**  
**(757) 253-1703**



## *Agenda*

**Wednesday, December 6, 2017**

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|--------------------|---|
| <b>12:00-12:45</b> | <b>Registration</b>   |
| <b>12:45-1:00</b>  | <b>Introduction and Welcome</b>   |
| <b>1:00-2:15</b>   | <b><i>“Section 1557: Nondiscrimination in Healthcare Programs and Activities”</i></b><br><b>Elizabeth S. Richards, Esq. Bolder Health</b>   |
| <b>2:15-2:30</b>   | <b>Break</b>  |
| <b>2:30-3:30</b>   | <b>Legislative Updates</b><br><b>Jay Andrews, Vice President of Financial Policy, Virginia Hospital &amp; Healthcare Association</b>  |
| <b>3:30-4:30</b>   | <b><i>Addressing Healthcare Consumerism: Using Smart Technology to Improve Your Bottom-Line, and the Patient Experience</i></b><br><b>Jeff Farmer, Sr. Solutions Consultant, Healthcare Solutions, Transunion</b> |
| <b>6:00-7:00</b>   | <b><i>President’s Reception at Burwell Hall</i></b>   |

**Thursday, December 7, 2017**

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| <b>7:30-8:30</b> | <b>Registration and Breakfast</b> |
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- 8:30-10:00**      *Discharge with Dignity: For My Mom & Yours & For Your Bottom-Line*  
Dr. Josh Luke, Author, Founder & CEO of National Readmission Prevention Collaborative, CSO/ Sr. Health Policy Strategist of Nelson Hardiman Law
- 10:00-10:15**      Morning Break
- 10:15-11:30**      *Value Mapping the Revenue Cycle*  
Rob Borchert, BPA Consulting
- 11:30-1:00**      Lunch with Virginia AAHAM Annual Business Meeting and Award Ceremony
- 1:00-2:00**      *Effective Communication through Emotional Intelligence*  
Dr. Stevie Dawn Blakely, CEO, Orange Compass
- 2:00-2:30**      Afternoon Break, Vendor Presentations and Giveaways  
Dale Brumbach, VA AAHAM Sponsorship Committee Chair
- 2:30-4:30**      Patient Financial Services Panel  
Mary Dias, CRCE-I, PFS Director, University of Virginia  
Linda Patry BA, CRCE-I, PFS Director, Mary Washington Hospital  
Rod Walker, CRCE-I, PFS Director, VCU Medical Center  
Amanda Sturgeon, CRCE-I, PFS Director, Fauquier Health  
Chris Spady MBA, CRCE-I, Patient Accounting System Director, Riverside Health System  
Al Payne, CRCE-I, Revenue Management Director, Sentara Health System - Moderator
- 6:30 – 10:30**      *John H. Frierson Annual Banquet with Happy Hour and Dinner at the resort, a Comedy Performance by Larry Weaver followed by Music from the Decades with Dancing!*

**Friday, December 8, 2017**

- 8:00-9:00**      Registration and Continental Breakfast
- 9:00-10:15**      *I Hate Meetings, Too: There's a Better Way.*  
Dr. Andrea Mitnick, Professor Emerita, Kutztown University
- 10:15-10:30**      Break
- 10:30-11:30**      *The Patient Access Tango*  
Bob Dewar, Colburn Hill Group
- 11:30-12:00**      Door prizes and adjournment



The Virginia Chapter of AAHAM will collect for Toys for Tots throughout the conference. The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November, and December each year, and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted. The objectives of Toys for Tots are to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future.

**For more information visit [www.toysfortots.org](http://www.toysfortots.org)**

**For program questions, please contact Dushantha Chelliah: [DC5P@hscmail.mcc.virginia.edu](mailto:DC5P@hscmail.mcc.virginia.edu)**

**For sponsorship opportunities, please contact Dale Brumbach: [Dale.Brumbach@PennCredit.com](mailto:Dale.Brumbach@PennCredit.com)**

We reserve the right to cancel or reschedule a program because of insufficient number of registrants or other unforeseen circumstances or to close registration when a program is over subscribed.



**2017 Annual Meeting and Conference  
December 6 – 8, 2017  
Kingsmill Resort  
Williamsburg, VA**

**REGISTRATION FORM**

Name \_\_\_\_\_  
Title \_\_\_\_\_ Certification: \_\_\_\_\_  
Organization \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

	<u>Full Conference</u>	<u>Wed. or Fri. Only</u>	<u>Thursday Only</u>
Members:	\$185	\$80	\$105
Non-members:	\$215	\$110	\$135

**Additional Guest Tickets for Thursday night's banquet: \$65 each**

**Guest's name:** \_\_\_\_\_

**Amount enclosed:** \_\_\_\_\_

**Make checks payable to: *The Virginia Chapter of AAHAM***

**Please send registrations and payment information to:**

Linda Conner  
Manager, Patient Finances  
Sentara Halifax Regional Hospital  
2204 Wilborn Avenue  
South Boston, VA 24592

**Register online at <http://www.vaaaham.com> under "Communications" then select "Calendar of Events"**