East Coast CORE
Fall 2023 Meeting

SHERATON GRAND NASHVILLE DOWNTOWN
623 UNION STREET
NASHVILLE, TN 37219

WEDNESDAY, NOVEMBER 1ST

5:00 PM –
8:00 PM

Assembly Food Hall Rooftop
5055 Broadway Place
Nashville, TN 37203

Our East Coast CORE Meeting Sponsors invite you to a Welcome Reception at Assembly Food Hall, located right at the start of Broadway in downtown Nashville and only a 10-minute walk from the Sheraton Grand hotel. Join them for cocktails, hors d'oeuvres and LIVE MUSIC to kick-off the Fall 2023 Meeting! This is a great way to begin networking with your colleagues as you arrive in Nashville with the rooftop space overlooking the Honky Tonks and all the fun to be had!

*Thank you to Acclara, J.P. Morgan, Accuity, Centauri Health Solutions, FTI Consulting,
Kodiak Solutions & Mercury Global Services for hosting this event!*

THURSDAY, NOVEMBER 2ND *(FIVE MINUTE TRAVEL TIME BETWEEN MOST SESSIONS)*

7:30 AM –
8:30 AM

Registration & Breakfast

8:30 AM –
9:15 AM

Opening Session: Welcome to East Coast CORE – General Ballroom 2,3,4
Steven F. Honeywell – President, East Coast CORE

9:15 AM –
9:20 AM

Meet Our Sponsor: Accuity – General Ballroom 2,3,4

9:20AM –
10:05AM

Containing the Fire – General Ballroom 2,3,4
Presented by Eric Helsher, Vice President of Client Success at Epic Systems

Healthcare is facing unprecedented financial challenges—labor and supply costs are up, reimbursement is down. Yet, some health systems are fighting back, using their Epic software to cut costs, remove waste, and even find new opportunities to generate revenue. In this keynote, you'll hear concrete examples of how health systems use Epic's automation and self-service capabilities to generate tens of millions of dollars in return. These are stories you can take back to help your organization contain the fire at home.

10:10 AM –
10:55 AM

Breakout Session 1A (HB) – Ballroom 1
Automating your Correspondence Workflow
Presented by Karen Zurek, Atrium Health

How to create workflow efficiency in processing correspondence letters to trigger workflow in Epic. In doing so, you will reduce denials and refund requests, reduce employee touches, and reduce AR. This process allowed us to manage close to 1000 pieces of mail per day and ensure that each request was addressed and responded to within Epic workflow.

Breakout Session 1B (HB/PB) – General Ballroom 2,3,4
Engaging A Remote Revenue Cycle
Presented by Rachel Correia, Mass General Brigham

Learn how new Epic WQ dashboards and productivity reporting fostered a culture of collaboration and accountability at Mass General Brigham. The speaker will showcase the business case, metrics and implementation plan, allowing you to walk away with tangible takeaways for your organization.

Breakout Session 1C (Access) – Melody Room
Perioperative Services Efficiency
Presented by Eva-Marie Turner, University of California at San Francisco

This presentation will include an overview of Preference Card review and consolidation, as well as improvements in surgical scheduling efficiency and communication using Surgery Add Form and a high level review of supporting Tableau dashboards to review unscheduled cases and room utilization.

11:00 AM –
11:45 AM

Breakout Session 2A (PB) – Ballroom 1
Automation for Claim Edits & Attachments
Presented by Kalayer Winn & Kelsey Faust, Geisinger

Using automation to work through claim edits and helps with manual biller workflow including PB & HB alternate subscriber edits, HB no-fault claim attachments, and PB & HB Workers Compensation claim attachments. These automations are creating values and time saving, while improving the timeliness of task completion and the consistency & quality of work.

Breakout Session 2B (HB/PB) – Melody Room
Maximize Revenue Cycle Staffing
Presented by Jacqueline Bueno, Chelsea Blair & Henry Alvira, Columbia University Irving Medical Center

Learn how to maximize revenue cycle staffing efficiency by utilizing Epic reports, analytics, and industry benchmarking. You will leave the session with practical knowledge and actionable strategies to optimize staffing levels, reduce costs, and improve revenue cycle performance using Epic reports, analytics, and industry benchmarking.

Breakout Session 2C (Access) – General Ballroom 2,3,4
Revolutionizing Patient Engagement
Presented by Kris Urdaneta & Dominick Melfi, Main Line Health

Join us for an insightful presentation that unveils how Main Line Health has revolutionized patient engagement. This session will provide a comprehensive view of the strategic changes and techniques that have drastically improved patient interaction and involvement, contributing to enhanced healthcare outcomes.

11:45 AM – 12:00 PM	**Break**

12:00 PM – 12:45 PM

The Future of Healthcare Payments – General Ballroom 2,3,4
Brendan Crotty, J.P. Morgan Chief Product Officer for Healthcare Payments &
Matt Feeney, J.P. Morgan Healthcare Industry Specialist

This session will be a discussion with leaders in healthcare on the future of digital payments in healthcare, with a focus on innovation, fraud prevention, and eliminating friction from the patient payment experience.

12:45 PM – 1:40 PM

Lunch – General Ballroom 2,3,4

1:40 PM – 1:45 PM

Meet Our Sponsor: Centauri Health Solutions – General Ballroom 2,3,4

1:45 PM – 2:40 PM

Carrots or Sticks? How to Drive Healthcare Behavior Change – General Ballroom 2,3,4
Presented by Karen Horgan, VAL Health

Karen's passion for health and belief in evidence-based approaches led her to co-found VAL Health, the leading health behavioral economics firm. She is a recognized expert in developing high impact engagement and incentives programs to drive health-related behavior change. In her session, Karen will share an overview of behavioral economics and use videos and case studies to illustrate how the science can be used to nudge engagement and create lasting behavior change in healthcare. She will specifically address revenue cycle management and learnings from the pandemic.

2:40 PM – 2:45 PM

Meet Our Sponsor: Kodiak Solutions – General Ballroom 2,3,4

2:50 PM – 3:35 PM

Breakout Session 3A (HB/PB) – Ballroom 1
Epic Cash Management Module
Presented Amy Levine, Hartford HealthCare

This session will be an overview of Hartford HealthCare's transition to the Cash Management Module.

Breakout Session 3B (HB) – Melody Room
HB Denials Dashboard
Presented by Phil Rooney, Atrium Health

Atrium Health will be presenting on their Denials Dashboard, previously presented at Epic's UGM.

Breakout Session 3C (Access) – General Ballroom 2,3,4
Our Contactless Check-In Approach
Presented by Emily McNiff & Lisa Christopher, UPMC

During this session, analysts from UPMC of Central PA will review the contactless check in options that are available across the system for patients to use. Each of these steps can be completed as a single

process or can be combined for a complete contactless check in approach. We will break down our roll out plan as well as the collaborative approach we took with our MyChart and technical support team.

3:40 PM – 3:45 PM   **Meet Our Sponsor: FTI Consulting – General Ballroom 2,3,4**

3:45 PM – 4:25 PM   **Open Table Revenue Cycle Discussion – General Ballroom 2,3,4**
Hosted by Michael Mercurio & Scott Williams, Education Committee Co-Chairs

4:25PM – 4:30 PM   **Meet Our Sponsor: Mercury Global Services – General Ballroom 2,3,4**

4:30 PM   **Meeting Day Closes**

4:30 PM – 6:30 PM   **Networking Reception hosted by JPMorgan & Acclara – Skye**

FRIDAY, NOVEMBER 3RD *(FIVE MINUTE TRAVEL TIME BETWEEN MOST SESSIONS)*

7:30 AM – 8:30 AM   **Breakfast**

8:30 AM – 8:55 AM   **Welcome to Day 2 of East Coast CORE! – General Ballroom 2,3,4**

9:00AM – 9:45 AM   **Breakout Session 4A (All) – General Ballroom 2,3,4**
RPA Panel
Presented by Nicole McAdam, Mass General Brigham

Panel discussion on the benefits/challenges of RPA, lessons learned and best practices.

Breakout Session 4B (PB) – Ballroom 1
MyChart BillPay and Credit Card Integration for your Community Connect Partners
Presented by Jonathan Dunkleberger & Ken McFadden, Lancaster General Health and Tom Jabro, JPMorgan

Standardizing Epic credit card integration, delivering optimal payment channels, and enhancing the patient MyChart experience to your community connect practices. Strong partnerships make a successful community connect program and help to grow the program across your markets.

Breakout Session 4C (All) – Melody Room
Patient Financial Advocacy and Epic Optimization
Presented by Lyndsay Ridgway, Penn Medicine

This session will go over the Patient Financial Advocacy program at Penn Medicine, its inception and innovation. More specifically we will be discussing some of the functions of Epic we used and some of the builds we created in Epic to help optimize Patient Financial Advocacy workflow at our organization. The utilization of Epic has helped develop a proactive and transparent approach to assisting patients throughout their continuum of care.

<u>9:45 AM –</u> <u>10:30 AM</u>	Co-Host Session
<u>10:30 AM –</u> <u>10:45 AM</u>	Break
<u>10:45 AM –</u> <u>12:00 PM</u>	EPIC Update: Current/Future Functionality and Q&A
<u>12:00 PM</u>	Closing out the East Coast CORE Fall 2023 Meeting!