



REGISTER NOW

Bringing Revenue Cycle into the 21st Century

Webinar #091615-NE

DATE AND TIME

September 16, 2015

10:00 a.m. - 11:30 a.m. CT

OVERVIEW

Join us on a journey from a traditional, decentralized revenue cycle operation (Patient Access, Charge Capture, Coding and Health Information Management, Billing and Collections) to an innovative, enterprise (Shared Services) model. Learn how Sutter Health used the levers of people, systems/processes, and technology to design and implement the next generation of revenue cycle operation, resulting in increased efficiency, collections and collaboration while decreasing cost.

Data and examples will be used to tell the story of the how-to, challenges, successes, setbacks, and ultimate success of the most rapid transformation in the over 100 year history of Sutter Health. Vignettes of interviews with senior leaders, clients and customers will provide real-world context and strategies for application.

TARGET AUDIENCE

Revenue cycle VPs and directors, CFOs, CEOs and COOs.

OBJECTIVES

- Describe the business, cultural and patient cases supporting the transformation to a shared services organization.
- Discuss the steps necessary to transform your organization to a shared services model (service level agreements, service catalogs, operating metrics).

FACULTY

Patrick McDermott, MBA, Vice President, Revenue Cycle Sutter Health

Patrick McDermott is the Vice President, Revenue Cycle for Sutter Health, a 25 hospital health system in Northern California, recently joining in 2015. Previously, he led the revenue cycle for Presence Health for 8 years, a 12 hospital

health care system in Illinois which resulted from the merger of Resurrection Healthcare and Provena Health. Mr. McDermott's first revenue cycle leadership job was as an executive for Health Alliance in Cincinnati, Ohio, an 8 hospital system. Mr. McDermott has deep experience leading EPIC go-lives, LEAN value stream initiatives and developing comprehensive training programs. He invented with his Resurrection team the "Revenomics 102" class, which won the HFMA Yerger award for innovative training delivered to members.

Michael Brokloff, MBA, FACHE

Service and Performance Management Leader
Sutter Health Shared Services

Michael Brokloff, MBA, FACHE joined Sutter Health in February of 2013 as part of the startup of its Shared Services Center in Roseville, California. As the Service and Performance Management Leader he directs the internal operations of the center including: metrics analysis and reporting, processing improvement (Lean), business development and project management. After serving in the US Navy, he joined GE as a Field Engineer and held positions in operations, sales and marketing leadership until leaving in 2001 for a startup opportunity. In 2004, Mr. Brokloff joined Philips Medical Systems/Dunlee as the Director of Glassware Solutions where he developed and launched a program that quickly grew to account for 1/3 of Dunlee's commercial revenue. He later joined DMS Health Group as their VP of Service, and then returned to GE as Director of Service in Northern California. He joined Sutter Shared Services in February of 2013.

PRICE

\$195 per connection.

Note: The fee is for one phone line with unlimited participants. For example, 10 employees can participate for only \$19.50 ea!

**For more
information
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