



Schedule

8:30 a.m. – 9:00 a.m.	<i>Registration</i>
9:00 a.m. – 12:00 p.m.	Bobette Gustafson Gustafson and Associates, Inc.
12:00 p.m. – 12:30 p.m.	<i>Lunch</i>
12:30 p.m. – 3:30 p.m.	Bobette Gustafson Gustafson & Associates Inc.

BOBETTE M. GUSTAFSON - SPEAKER

Bobette M. Gustafson is the founder and president of Gustafson and Associates, Inc. a firm dedicated to quality healthcare business process consulting and education. Ms. Gustafson has worked in the industry for over 35 years and has developed a respected and growing consulting practice serving hospitals and other healthcare providers as well as system and outsource vendors. In her roles as a project administrator, facilitator, educator and consultant, and professional coach, she has focused on all areas of revenue-related activities.

Before founding Gustafson and Associates, Ms. Gustafson held patient access and account management positions including that of Corporate Director in two Chicago area multi-hospital systems. Ms. Gustafson serves as a Regional Vice President for the HFMA Great Lakes Chapter and is also active in the Wisconsin Chapter. Previously she has held all leadership positions in the First Illinois Chapter of HFMA and also served a term as a National Director. Designated as an HFMA “Distinguished Speaker”, Bobette regularly teaches National HFMA’s course on revenue cycle management and presents annually at the ANI. Ms. Gustafson also authors the HFMA Journal’s PFS column. She has received the Bronze, Silver, Gold and Medal of Honor awards and was the recipient of National HFMA’s first annual PFS Lifetime Achievement Award. Ms. Gustafson also regularly accepts appointments to many state and national task forces.

***Growing the Bottom Line AND Patient Loyalty...
Providing Exquisite Revenue Cycle Customer Service***

This session has been specially designed for the full revenue cycle team including leaders and front line employees in the access and patient accounting areas. While looking at the industry's demands for transparency and exquisite customer service amidst the ever-growing self pay a challenge, attendees will understand how providers must "reengineer" their process flows; and the way in which each revenue cycle employee serves all patients and their families. Using case study information and numerous fast-paced exercises, attendees will gain new skills and be challenged to accept personal accountability for impacting financial outcomes and customer loyalty.

Registration Form – April 27, 2007

Please return this form and your check to:

By Mail: Pam Allen **By Fax:** Pam Allen
1495 Dauner Road The Rybar Group, Inc
Fenton, MI 48430-1561 (810) 750-6733

By Phone: (810) 750-6822 **By Email:** costrpt@theyrybargroup.com

Registration deadline: Friday, April 20, 2007 No refunds will be given for cancellations after April 20, 2007

Program Fees: **\$30.00** per attendee

Please make check payable to: The Great Lakes Chapter of HFMA.

Key Learning Objectives:

- ✓ Review the cornerstone revenue cycle customer service principle: *Living* your organization's Mission and Values by providing *exquisite* care according to the *Platinum Rule*
- ✓ Identify the laterally interdependent revenue cycle "people relationships" and process flows, and their impact on financial and patient loyalty outcomes
- ✓ Understand the changing healthcare industry and the transition of the patient to a *consumer*
- ✓ Explore the impact of today's growing uninsured and under-insured patient population and the psychology of, and specific steps to achieving successful communication and collection
- ✓ Dispel myths and gain the necessary process flows and skills to ensure EMTALA-compliant Emergency Department registration and collection
- ✓ Analyze today's common benefit structures and review the methods for calculating and effectively communicating and collecting patient liabilities
- ✓ Make a personal commitment for your individual behavior that ensures customer service excellence and Mission and Values congruence

NAME	HFMA CHAPTER **Please include	ORGANIZATION	PHONE

April 27, 2007

Dickinson County Healthcare System
1721 S Stephenson Ave
Iron Mountain, MI 49801



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healthcare financial management association

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