



## Great Lakes Chapter

# REVENUE CYCLE “WEBINAR” Lost Dollars in the Revenue Cycle

October 25, 2006

Presented by:  
Great Lakes Chapter HFMA

*Webinar link provided by Plante & Moran, LLC*

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**Program Time:** 10:00 a.m. – 12:00 p.m.

**Requirements:** Valid email address must be sent to: [costrpt@theybargroup.com](mailto:costrpt@theybargroup.com)

**Speaker: Robin Bradbury**  
**President and CEO**  
**re|solution**

Robin Bradbury is the founder/CEO of **re|solution** ([www.ereso.com](http://www.ereso.com)), an organization providing solutions for the business challenges faced by health care providers. A graduate of Brigham Young University (BS) and the University of Utah (MBA), he began his career and spent eight years as a Certified Public Accountant with Deloitte Touche in Colorado. Mr. Bradbury is an accomplished speaker, author, entrepreneur and thought leader having presented at several VHA regional and national conferences and many HFMA chapter conferences. In addition, Mr. Bradbury has shared his expertise in publications such as: *hfm Magazine*, HMA's *Revenue Cycle Strategist*, the *ADVANCE* publications, and the Denver Post. To contact Mr. Bradbury, or learn more about revenue cycle optimization, call (800) 355-0410 or visit [www.ereso.com](http://www.ereso.com).

### **Program Content:**

Robin Bradbury, an expert in revenue cycle optimization, has worked extensively with hospitals to analyze and improve their revenue cycle, and this presentation will alert participants about the most urgent “leaks” that drain dollars from a hospital's revenue cycle. Participants will be taken on a treasure hunt through each phase of the revenue cycle, revealing opportunities to claim dollars that would otherwise be lost.

Mr. Bradbury's presentation will also provide clear, practical advice about the most effective tools for fixing these revenue cycle problems. Participants will leave the presentation with a clear roadmap for finding revenue cycle leaks, fixing them, and maximizing dollars in the revenue cycle. This process will have a significant positive impact on the bottom line of every hospital that undertakes this revenue cycle health check, which makes this presentation a must for all CFOs, CEOs and Business Office Managers that have responsibility for optimizing their hospital's revenue cycle performance.



**Registration Form  
Revenue Cycle Audio Conference  
October 25, 2006**

Program Fees: **\$25** per attendee or **\$50** per site  
Please make check payable to: **The Great Lakes Chapter of HFMA.**

**Please return this form and your check to:**

**By Mail:** Pam Allen  
1495 Dauner Road  
Fenton, MI 48430-1561

**By Fax:** Pam Allen  
The Rybar Group, Inc  
(810) 750-6733

**By Phone:** (810) 750-6822  
By Email:  
[costcpt@theybargroup.com](mailto:costcpt@theybargroup.com)

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- \_\_\_ **Great Lakes**
- \_\_\_ **Eastern**
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- \_\_\_ **Other please state chapter name** \_\_\_\_\_

**The deadline for registration is Friday, October 20, 2006.  
No refunds will be given for cancellations after Friday, October 20, 2006**

**A valid email address is mandatory for participation in this program. A few days prior to the program, you will receive an email with the phone number to dial in and the link for the internet presentation.**

**EMAIL ADDRESS:** \_\_\_\_\_



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