



Regional AAHAM Meeting & Exhibitor Fair
Sponsored by the Keystone and Philadelphia Chapters of AAHAM

DATE: Tuesday, September 20, 2016
PLACE: Desmond Hotel
 1 Liberty Blvd
 Malvern, PA 19355

COST: \$90/Member \$115/Non-Member \$90/HFMA/NAHAM Member

****4.50 Educational Hours = 9.00 AAHAM CEUs****

The Keystone and Philadelphia Chapters of AAHAM are pleased to present this year's Regional AAHAM meeting and Exhibitor Fair. Come join us for a day of education and networking with peers and vendor partners.

AGENDA

08:00 AM —08:45 AM	Registration & Exhibitor Fair	Continental Breakfast
08:45 AM —09:00 AM	Welcome/Announcements	Steven Honeywell William Major
9:00 AM —10:00 AM	Keynote Speaker Decide: Work Smarter, Reduce Your Stress & Lead By Example	Steve McClatchy, Alleer Training
10:00 AM —10:30 AM	Break Exhibitor Fair	Exhibitor Hall
10:30AM —11:15 AM	Lehigh Valley Hospital's Epic Journey	Jeff Hinkle, Lehigh Valley Hospital
11:15 AM – 12:00 PM	HAP Update on Changes Within PA	Jolene Calla, HAP
12:00PM —01:00 PM	Lunch/Network with Exhibitors	Exhibitor Hall
01:00 PM – 02:00 PM	Cyber Fraud – Avoid Being Scammed	Howard Forman, PNC - PINACLE®
02:00 PM – 02:15 PM	Afternoon Break	
02:15 PM – 03:15 PM	Leading Relationships: Communicate Effectively, Build Trust, Resolve Conflict & Lead Your Relationships	Steve McClatchy, Alleer Training
03:15 PM – 04:00 PM	Exhibitor Raffles/Drawings	



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Included in your registration is the opportunity to have a complimentary professional head shot taken by our photographer, Steve Aaron (Regional Sales Executive at HBCS).

Steve will be available 9am to 2pm during the seminar. No pre-registration is required! Remember to bring your professional attire to take advantage of this generous offer.



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Registration Form

Please register the following individuals for the **September 20, 2016 Regional AAHAM Meeting and Exhibitor Fair**:

 Name of Organization/Facility

_____ Name of Attendee	_____ E-Mail	_____ Chapter Affiliation Keystone/NE/Phila	_____ AAHAM/HFMA/ NAHAM	_____ Non-Member
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Cost:

AAHAM Member	\$90	Make check payable to KPAMA
HFMA/NAHAM Member	\$90	Check for \$_____ enclosed
Non-Member	\$115	

It's easy to register and pay online. Just visit the "NEW" Keystone Chapter website at:
<http://www.keystoneaaham.org/>

Or, send your registration form and check (payable to KPAMA) to:

Mary Wallace
 3 Keats Road
 Yardley, PA 19067
mwallace@hrs1.com
 Phone #215-630-6990

**Steve McClatchy, President
Alleer Training & Consulting**

Steve McClatchy is a keynote speaker, workshop leader and author of the New York Times Bestseller *Decide: Work Smarter, Reduce Your Stress & Lead by Example*. Steve has spoken before thousands of audiences on the topics of leadership, performance, personal growth, and work/life engagement. His client list includes the NFL, Google, Pfizer, Microsoft, Disney, NBC Universal, Accenture, HP, Discovery Channel, Under Armour, Tiffany's, Wells Fargo and Campbell's Soup. He is a frequent guest lecturer in many of America's top business graduate schools including Harvard and Wharton. He has appeared on ABC, CBS, Fox News, NBC's Today Show and has been quoted in The Wall Street Journal, WebMD Magazine, Fast Company, Oprah Magazine, Entrepreneur and Investor's Business Daily. Steve's passion is for continual improvement and believes that when we stop growing, learning, gaining experience and achieving goals we stop living. Steve is best known for his passion, sense of humor and energetic personality. You will be captivated, motivated and truly inspired by his unique and practical approach to effectiveness and success.

**Jolene H Calla, Esquire
Vice President of Health Care Finance and Insurance
The Hospital and Healthsystem Association of Pennsylvania, (HAP)**

Ms. Calla currently serves as the Vice President of Health Care Finance and Insurance for the Hospital and Healthsystem Association of Pennsylvania (HAP). In this role, Ms. Calla directs all activities related to health care finance, including Medicare, Medicaid, and other government reimbursement for health care providers. Her responsibilities include detailed understanding and analysis of state and federal budgets, as well as a comprehensive knowledge of legislation and regulation impacting hospital and health system finances, reimbursement, tax exemption of not-for-profit hospitals, and hospital charity care and billing practices across the continuum of care. Ms. Calla frequently participates in negotiations with government agencies and representatives of outside organizations on behalf of HAP. Prior to joining HAP, Ms. Calla served the Commonwealth of Pennsylvania for several years as Bureau Director for the Office of Medical Assistance Programs where she directed all operations and implemented multiple federal and state initiatives. Ms. Calla was the only person to lead both the Fee-for-Service and the Managed Care delivery systems. Ms. Calla's prior positions afford her extensive expertise in the health care and insurance industry, with a concentration in managed care. She worked as a Special Projects Consultant for Capital BlueCross, as the Director of Group Administration, Strategy and Process for Coventry Health Care and as Director of Marketing and Corporate Communications for Keystone Health Plan Central. Ms. Calla received her Juris Doctorate from the Widener University School of Law, her Master of Arts in Communication Arts from the New York Institute of Technology, and her Bachelor of Arts in English and Bachelor of Arts in Communication Arts from Villanova University.

**Howard N Forman, AAP
Senior Vice President
PINACLE® Product Group Manager PNC**

As one of the nation's top treasury management providers, PNC offers a comprehensive array of products and services to businesses of all sizes. Howard N Forman, AAP is here to support PNC's treasury management team in delivering the capabilities that help businesses thrive. He is a Senior Vice President and is responsible for the product management, product development, security, and sales support functions for PINACLE® – PNC's corporate online and mobile banking portal. He is a frequent speaker on a variety of topics relating to treasury and payments, and has held leadership positions with national industry associations, such as NACHA – the Electronic Payments Association, and the Association for Financial Professionals (AFP). Howard is the past chair of the NACHA Blue Ribbon Panel, is a past member of the Payments Institute Board of Regents and previously served on the AFP Payments Advisory Group.

Howard joined PNC in 2012. He earned his Bachelor of Science degree from the University of Pittsburgh.

**Jeff Hinkle
Administrator of Patient Financial Services
Lehigh Valley Hospital**

Jeff Hinkle, CRCE-I is the Administrator of Patient Financial Services at Lehigh Valley Hospital, an 1,100+ acute care bed facility in Eastern Pennsylvania. He has worked for Lehigh Valley Hospital for 13 years and previously worked for the AARP contract for 16 years. He has a Bachelor's degree in Finance and an Associate degree in computer programming. Jeff is a member of AAHAM and HFMA.