



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

**DATE:** Tuesday, September 19, 2017  
**PLACE:** Desmond Hotel  
 1 Liberty Blvd  
 Malvern, PA 19355

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

**\*\*4.75 Educational Hours = 9.50 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.

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AGENDA

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07:45 AM —08:30 AM	Registration & Exhibitor Fair	Continental Breakfast
08:30 AM —08:45 AM	Welcome/Announcements	Steven Honeywell Lisa Laudeman
08:45 AM —09:45 AM	<b>Common Denominator Communication: Strategies for Improved Outcomes</b>	Catherine Clark <b>Mosaic Healthcare</b>
09:45 AM —10:15 AM	Break Exhibitor Fair	Exhibitor Hall
10:15 AM —11:15 AM	<b>The Role of Patient Access in Denial Prevention And Intervention</b>	Heather Holgate <b>Washington &amp; West</b>
11:15 AM – 11:45 PM	<b>HAP Update on Changes Within PA</b>	Jolene Calla, <b>HAP</b>
11:45PM —12:45 PM	Lunch/Network with Exhibitors	Exhibitor Hall
12:45 PM – 01:45 PM	<b>Managing Bundled Payments in the World of Accountable Care</b>	Marty Brutscher <b>McBee Associates</b>
01:45 PM – 02:00 PM	Afternoon Break	
02:00 PM – 03:15 PM	<b>Keynote Speaker: Mastering Your Memory</b>	Tyler Enslin <b>Direct Development Training</b>
03:15 PM – 04:00 PM	Exhibitor Raffles/Drawings	



**Registration Form**

Please register the following individuals for the **September 19, 2017 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 <b>KPAMA</b>
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](mailto:mwallace@hrs1.com)  
 Phone #215-630-6990

**Tyler Enslin, Keynote Speaker**  
**National Director, Direct Development Training**

Tyler Enslin is the National Director of Direct Development Training. Responsible for developing training programs and the growth and success of the Instructors, Trainers, and Coordinators of the company, he spends much of his time working Individually with each of them. This has not limited Tyler in his own speaking and training arena.

Tyler has received outstanding recognition by those in his audience, which has enabled him to work with State and National agencies across the country. From Fortune 500 companies and large organizations like GlaxoSmithKline, Siemens, Johns Hopkins, Sinclair Broadcast Group, and Long & Foster, to hundreds of smaller groups, Tyler rarely passes on an opportunity to get his message across.

His apparent quiet demeanor might more reflect his desire to take in knowledge from outside sources than any other reason. You will find his ability to connect with, get in touch with, and affect you, to be a tremendous asset to all areas of your life.

**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.

**Catherine (Kate) Clark, CPC, CRCE-I**  
**National Education Chair, AAHAM**  
**Mosaic Healthcare Strategies, LLC**

Kate Clark has worked in Revenue Cycle Management for over 20 years. She recently opened her own consulting firm, Mosaic Healthcare Strategies, LLC. She is the current Education Chair for National AAHAM, Past-President of Maryland AAHAM, and past Vice President of the Charm City Chapter of the American Academy of Professional Coders. Specializing in revenue cycle and technology implementations, she has assisted health systems throughout the country with charge master assessments, compliance reviews, charge capture improvements, as well as, electronic health record implementations, conversions and optimizations. Kate brings strong analytical skills and a thorough understanding of the revenue cycle that allow her to quickly identify issues and create solutions to improve revenue cycle performance. She has also worked on coding reviews and operational improvement plans for numerous clinical specialty areas. She is a Certified Professional Coder and a Certified Revenue Cycle Executive.

**Martin Brutscher**  
**CEO and Principal, McBee Associates**

Martin Brutscher, Chief Executive Officer, has been with McBee, a health care financial, clinical, and management consulting firm, since 1992. Brutscher joined the firm as a manager and was promoted to Principal in 1996. He was named CEO in 2015.

Since joining the firm, Brutscher has helped lead a management team that has transformed McBee from a regional reimbursement company serving hospitals in the Mid-Atlantic region, to a full-service consulting firm with over 3,800 clients nationwide. McBee now employs more than 350 consultants including clinicians, revenue cycle, regulatory, compliance and financial experts that deliver on average a five to one return on most engagements. Under Brutscher's leadership, McBee continues to grow by providing superior results for clients and a dynamic environment for employees to grow and advance in their careers.

During his more than 30 years in health care management, Brutscher has partnered with providers across the care continuum to help them improve clinical, financial and operational outcomes. His clients include some of the largest health systems, Fortune 500 health care companies and a broad array of provider organizations throughout the country. The engagements he has led during his career have resulted in significant improvement in cash flow and profitability of those clients, through improvements in technology that have driven substantial productivity gains.

Brutscher has been instrumental in developing McBee's service lines in the areas of compliance, revenue enhancement, and care management. In addition, he has more than 20 years of experience working with health systems like Johns Hopkins HealthCare on their bundled payment initiatives, helping them choose the right strategy, the right partners, and the right technology.

Brutscher carries out the mission of McBee by helping health care providers achieve significant improvements in clinical, financial, and operational performance. He guides engagements designed to maximize efficiency in operations and improve providers' profitability.

**Heather Holgate, Esquire**  
**Washington & West**

Heather Holgate is an attorney and member of the legal team at Washington & West, LLC. Ms. Holgate assists and counsels Hospitals, Health Systems and other health care providers in disputes with commercial insurance carriers, government payers, and managed care organizations. Ms. Holgate focuses her work on resolving denied and underpaid facility claims through the administrative appeals process. Her areas of focus include a variety of commercial payers as well as government payers (TRICARE, Medicare, Medicaid, Veteran's Affairs).

Prior to joining Washington & West, LLC., Ms. Holgate represented clients at a Baltimore based firm focusing on the areas of Medicaid eligibility, Social Security Disability, and Veterans Benefits. She also volunteered with local programs providing legal advice and representation to homeless Veterans.

Ms. Holgate graduated from Rutgers University with a B.A before receiving her J.D. from Duquesne University. While in law school, she gained practical experience through the Civil Rights Clinic and an externship with the Hon. Donetta Ambrose in the US District Court for the Western District of Pennsylvania. She is admitted to practice in Maryland, the District of Columbia, and before the Board of Veterans Appeals.