



Joint Education Meeting & Sponsor Fair

Keystone, Philadelphia, New Jersey, and Three Rivers Chapters of AAHAM

DATE: **When:** Thursday, May 5, 2022
Where: Wind Creek Casino Resort Bethlehem
 77 Sands Boulevard, Bethlehem, PA 18015

COST: **\$100 AAHAM Member** **\$125 Non-Member**

****4.75 Educational Hours = 9.50 AAHAM CEUs****

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

AGENDA

07:30 AM —08:30 AM	Registration & Sponsor Exhibits	Continental Breakfast
08:30 AM —08:45 AM	Welcome/Announcements	Chapter Presidents
08:45 AM —09:15 AM	National AAHAM Update	Lisa Laudeman , CRCE I/P Manager Patient Financial Svcs, PPI National AAHAM First VP
09:15 AM —10:15 AM	HAP Updates	Jolene Calla , VP Healthcare Finance and Insurance, HAP
10:15 AM —10:45 AM	Break	Exhibitor Hall
10:45 AM – 12:15 PM	Keynote: Cultural Competency and Unconscious Bias	Mario Browne , Associate Dean for Equity, Engagement, and Justice, University of Pittsburgh
12:15PM —1:15 PM	Lunch/Network with Exhibitors	Exhibitor Hall
01:15 PM – 02:30 PM	Revenue Cycle Peer Provider Panel Moderator: Mary Beth McMenamin , MBA, CRCE-I, Director, Pre-Service, Lehigh Valley Health Network	Steven Honeywell , CRCE-I/P, Assoc VP Patient Acct., Penn Medicine Kim Roberts , MBA, RHIA, CRCS-I, VP Revenue Cycle, Jefferson Health Jeff Hinkle , MBA, CRCE-I, VP Patient Financial Services, LVHN Karin Murchison , CRCE-I, Manager Financial Services, Temple Amy Repman , Director of Access and Revenue Applications in IT, WellSpan
02:30 PM – 02:45 PM	Afternoon Break	Exhibitor Hall
02:45 PM – 03:45 PM	Using Dashboards to Drive Performance Changes	Amy Repman , Director of Access and Revenue Applications in IT, WellSpan Health
03:45 PM – 04:15 PM	Exhibitor Raffles/Drawings	



Mario Browne



Mario Browne is the inaugural Associate Dean for Equity, Engagement, and Justice, and Associate Professor in the School of Pharmacy at the University of Pittsburgh. He is the immediate past director of the Office of Health Sciences diversity, Equity, and Inclusion in the Schools of the Health Sciences.

Mr. Browne is an Affiliate Faculty Member of the Center for Health Equity in the Graduate School of Public Health and a past Faculty Fellow in the Center for Urban Education in the School of Education. He is a Certified Diversity Practitioner and a Certified Health Education Specialist, and holds a BS in Biology and a BS in Medical Technology from Salem University and a Master's Degree in Public Health from the University of Pittsburgh's Graduate School of Public Health, and currently pursuing his Doctorate of Education in Administrative and Policy Studies at Pitt's School of Education.

Mr. Browne serves on various community and professional Boards and Committees including the Pennsylvania Department of Health COVID-19 Health Equity Task Force and is the Co-Chair of the Community Research Advisory Board (CRAB) at Pitt School of Public Health's Center for Health Equity.

Jolene H. Calla, Esquire



Ms. Calla currently serves as the **Vice President of Health Care Finance and Insurance** for the Hospital and Healthsystem Association of Pennsylvania (HAP). HAP is the leading voice for hospitals and health systems in Pennsylvania. As a statewide membership services organization, HAP advocates on both state and federal levels for nearly 240 Pennsylvania acute and specialty care, primary care, subacute care, long-term care, home health, and hospice providers, as well as the patients and communities they serve.

In her current role, Ms. Calla directs all activities related to health care finance policy, 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. Some current focus areas include preserving tax exemption of not-for-profit hospitals, analyzing hospital financial policies including charity care and billing practices across the continuum of care, supporting hospitals as they transition from a volume-based environment to a value-based payment system, and facilitating hospital compliance with new federal regulations such as hospital price transparency. Ms. Calla also serves as a core member of HAP's COVID-19 Response Team and as a liaison for the post-acute provider associations.

Ms. Calla frequently participates in negotiations with government agencies and representatives of outside organizations on behalf of HAP. Prior to joining HAP, she 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 in Pennsylvania. She also works in conjunction with the American Hospital Association on key hospital policy issues and initiatives.

Her prior positions afford her a unique understanding of the operations and interdependence of various aspects of the health care and insurance industry at both the state and federal levels. Ms. Calla has extensive expertise in all aspects of 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.

Lisa Laudeman, CRCE I-P



Lisa Laudeman has been a noteworthy leader in the field of healthcare for over 45 years. You many know her from her work in Revenue Cycle at various hospitals and vendor/consulting companies in Pennsylvania, in particular Pennsylvania Psychiatric Institute in Harrisburg PA, where she has been employed since 2012.

Lisa has served in various positions with Keystone AAHAM, most recent as Chapter President. In 2022, Lisa assumed the role as First Vice President of AAHAM supporting our Certification Programs. Lisa achieved her Certified Revenue Cycle Executive (CRCE) designation in 1993.

All her contributions and dedication to AAHAM resulted in her winning the Bill Spare National AAHAM Recognition Award in 2019, AAHAM's highest honor.

In 1988, Lisa had the opportunity to work with an Oncologist to develop the first Chemotherapy clinic in her hometown. It was an opportunity that turned out to be one of her proudest moments. That physician and clinic are still in operation providing the best quality care possible today.

When Lisa isn't preparing for a Board Meeting, a speaking engagement, or teaching a certified training program, she enjoys cooking, spending time with her family and friends, and traveling to vineyards to sample the local wine

Amy Repman



Amy Repman is an Access Executive-turned IT Director for Access and Revenue Cycle. As an Access Executive, she was responsible for implementing strategies like centralized scheduling call centers, centralized authorization centers and portal implementation with online patient scheduling in over 200 services. Her work created brand awareness, improved patient experience and her departments had extremely high employee engagement scores.

As an IT Director, she now works to build and improve the IT systems to ensure financial success for her organization. In 2020, her IT focus shifted to support the organization in their response to COVID and her entire team became remote workers. Her teams completed 226 different covid workflow changes in their systems, making real time adjustments because of the nature of covid and the response needed.

She works for WellSpan Health, an integrated health system in south central Pennsylvania. When she is not working, she is raising chickens and constantly monitoring Facebook (she has an addiction).