

About Robin Bradbury
Founder and President
re|solution



Robin Bradbury is the founder and President of **re|solution** (www.ereso.com), a revenue cycle optimization organization providing solutions for the business challenges faced by health care providers. His leadership has gained **re|solution** recognition as one of the 500 fastest growing privately owned companies in the U.S. as rated by Inc. Magazine. Mr. Bradbury speaks regularly to hospital management professionals sharing his expertise about healthcare issues and his insights about how healthcare providers can successfully pursue their critical goals with the cash flow improvements realized by improved performance in their revenue cycles.

Mr. Bradbury is an accomplished speaker, author, entrepreneur and thought leader having presented at several VHA regional and national conferences and many Healthcare Financial Management Association (HFMA) chapter conferences. In addition, Bradbury has shared his expertise about healthcare issues in publications such as *hfm Magazine*, HFMA's *Revenue Cycle Strategist*, the *ADVANCE* publications, and the *Denver Post*.

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 Denver and Colorado Springs, Colorado. Other positions that Mr. Bradbury has held include serving as COO/CFO of DataClaim Financial, LLC, CFO of International Nursing Services, Inc., a publicly held medical staffing company, and CFO of InfoNow Corporation, a publicly held developer of multi-media applications.

To contact Mr. Bradbury, or to learn more about revenue cycle optimization, call (800) 355-0410 or visit www.ereso.com.



Speaker Bio

About Mike Ronning
Vice President, Client Services
re|solution



Michael Ronning is the VP, Client Services of **re|solution** (www.ereso.com), a Broomfield, Colorado-based revenue cycle optimization organization providing solutions for the business challenges faced by health care providers. Mr. Ronning has unique expertise, gained from working on both the provider and vendor sides of revenue cycle management. On the provider side he has held management positions at a number of hospitals including M.D. Anderson Cancer Center and Texas Children’s Hospital. On the vendor side he has served in various executive positions for other healthcare receivables management companies including Associate VP of Revenue Cycle Management for Perot Systems Healthcare.

Mr. Ronning’s capabilities encompass all aspects of revenue cycle management including patient access, hospital business services, managed care contracting and PHO management, and CBO operations. His focus is on restructuring revenue cycle departments, turning around unprofitable operations, and training and mentoring staff and management.

A graduate of Providence College (BS), Mr. Ronning also holds a Master of Health Administration degree from Saint Louis University. To contact Mr. Ronning, or to learn more about revenue cycle optimization, call (800) 355-0410 or visit www.ereso.com.



Contact Information & References

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References	Contact Information
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<p>Gerald Vicenzi, President Synernet</p>	<p>222 St. John Street Suite 239 Portland, ME 04102 phone: 207-771-3456 gvicenzi@synernet.net</p>
<p>Harry Carr, VP Finance and Business Planning VHA Inc.</p>	<p>Foster Plaza Building 1, 3rd Floor 415 Holiday Dr. Pittsburgh, PA 15220 phone: 412-922-9342 hcarr@vha.com</p>

Company Information:

re|solution is a leader in revenue cycle optimization for health care providers. We help hospital leadership realize their goals for improving staff, facilities, and services by optimizing the collection of cash. We provide comprehensive solutions that dramatically improve the performance, compliance, and efficiency of the revenue cycle. Founded in 1998, the company serves United States health care providers from its headquarters in Broomfield, CO. For more information about re|solution's services or to obtain a free revenue cycle benchmarking analysis of your facility, call (800) 355-0410 or visit www.ereso.com.



Presentation Topic List

Ten Questions Leadership Should Be Asking About Their Revenue Cycle
Identifying Billable Revenue from Self-pay Accounts
How to Measure and Improve Employee Performance in the Revenue Cycle
Paradigm Shifts: Using Technology in the Revenue Cycle
Key Revenue Cycle Indicators - Managing by the Numbers

These are just a few of the topics available; they can be adapted as appropriate for the group we are presenting to as well as the time frame we have to present within. Special topics as they relate to the revenue cycle can be developed for special events and topics.

GROUP/ASSOCIATION	LOCATION	DATE
VHA Revenue Cycle Counsel	Trevrose, PA	June 2009
HFMA West Virginia Chapter	Roanoake, WV	May 2009
AAHAM Nebraska Chapter	Grand Island, NE	April 2009
HFMA Kentucky Chapter	Lexington, KY	March 2009
HFMA Symposium 11	Las Vegas, NV	Jan 2009
HFMA Hawaii Chapter	Waikiki, HI	Oct 2008
HFMA AAHAM 6 th Patient Financial Service Summit	Brunswick, ME	June 2008
AAHAM Hawkeye Chapter	Johnson, IA	May 2008
HFMA Iowa Chapter	Johnson, IA	April 2008
TAHFA	Fort Worth, TX	April 2008
HFMA Concordia-North Dakota/Minnesota	Concordia, MN	April 2008
AAHAM Aksarben Chapter	Grand Island, NE	April 2008
HFMA Texas Gulf	Houston, TX	March 2008
Wisconsin HFMA Mega Conference	Milwaukee, WI	Jan 2008
VHA Texas Revenue Cycle Council	Plano, TX	July 2007
VHA East Coast	Trevose, PA	June 2007
HFMA Nebraska	Kearney, NE	May 2007
VHA Central	Indianapolis, IN	April 2007
HFMA Arkansas	Hot Springs, AR	April 2007
HFMA Western New York Chapter	Buffalo, NY	March 2007
HFMA Central New York Chapter	Syracuse, NY	February 2007
HFMA Iowa	Des Moines, IA	January 2007
HFMA Maine	Portland, ME	June 2006
HFMA Region 8 & 10 Annual Conference	Park City, UT	May 2006

This list provides examples of the speaker's experience. It is not a complete list of speaking engagements.

“Ten Questions Leadership Should Be Asking About Their Revenue Cycle”

Audience:

CFOs and CEOs of hospitals or other healthcare provider organizations

Business Problem:

Presentation will provide CFOs and CEOs of hospitals with an effective game plan for monitoring and measuring the performance of the department that has the most direct impact on the organization's fiscal health: the business office.

Speaker:

Robin Bradbury
President
re|solution

Speaker:

Mike Ronning
VP of Client Services
re|solution

Abstract:

CFOs and CEOs of hospitals have tremendous workloads, directly overseeing many aspects of the hospital. With so many responsibilities, these executives often find it difficult to closely and effectively monitor the department that has the most direct impact on the organization's fiscal health: the business office.

Robin Bradbury and Mike Ronning are experts in revenue cycle optimization, counseling hospital CEOs and CFOs on a regular basis about this issue of effective management of the hospital business office and have developed a list of questions that CFOs and CEOs should be asking their business office manager in order to ensure the fiscal health of the organization. These questions provide CFOs and CEOs a clear, succinct roadmap for managing the business office that includes guidance about best practices and process improvement in key areas that will have the maximum positive impact on revenue cycle management.

1. What are our total gross days in A/R (GDRO)? And how does that compare to other facilities in our peer group (by region/bed size)?
2. What are our write-offs as a percentage of gross revenue?
3. What is our cost to collect a dollar?
4. How many open accounts per FTE do we have in the business office?
5. Do we have expectations and performance standards for admitters, billers, collectors and cash posters? And do we monitor performance and provide incentives for excellence?
6. What are our days from discharge to bill?
7. Do business office, medical records and admissions regularly engage in clearing open items and process improvement meetings?
8. What is our reimbursement percentage by payer?
9. Do we have an unpaid claims tracking mechanism?
10. Has an APC utilization, assessment and Chargemaster review been performed recently?

In this presentation, Mr. Bradbury and Mr. Ronning will elaborate on these questions and discuss how they can be used by CFOs and/or CEOs to collaborate with their Business Office Manager to create action plans that correct underperforming areas and establish processes that ensure continuous improvement and superior performance.

“Identifying Billable Revenue from Self pay Accounts”

Audience:

CFOs and CEOs of healthcare facilities

Business Problem:

For most hospitals collecting self pay is a growing problem. Few Hospitals have an effective system in place to handle self pay accounts. Patients have been taught NOT to pay when they come to the hospital which adds to the challenge.

Speaker:

Robin Bradbury
President

Abstract:

In focusing on identifying billable revenue from self pay accounts CFO's and CEO's must ask:

- “How do you deliver a consistent message to patients about their financial responsibilities?”
- “What can you do to increase points of collection?”
- “What are they doing across town?”

Registration and Admitting are often the weakest links in managing self pay accounts. Often the employees gathering this critical data are the least skilled, lowest paid and have the least amount of tools available to do their jobs. An astonishing 30% of all registration data contain some errors. Software systems rely on the data entered and often, cannot return the desired results due to these errors

The presentation will focus on best practices and the tools and technology that are available to identify patient coverage, classify accounts, and stratify them based on demographics and credit information. When facilities do this, they are able to focus on the accounts most likely to pay and those with the largest dollar amounts. This allows improvement in workflow and FTE allocations to improve PFS productivity allowing for increased cash flow.

Charity policies will also be discussed. While Charity care does not put immediate dollars into the bottom line, CFO's will appreciate the immediate benefits of Charity Validation, the reduction of compliance risk, lower accounts receivable balances, a reduction in the complexity of AR reserve calculation, and maintaining consistency with recent HFMA promulgation and compliance issues.

Robin Bradbury is an expert in revenue cycle optimization, counseling hospital CEOs and CFOs on a regular basis about the issue of effective management of the hospital business office. Using his extensive experience Mr. Bradbury has developed a set of strategies to manage self pay accounts during all phases of the revenue cycle. By doing this during pre-admission, admission, inpatient, discharge and collections, there is a resulting improvement of the facility's revenue cycle.

“How to Measure and Improve Employee Performance in the Revenue Cycle”

Audience:

CFOs, CEOs and Business Office Managers

Business Problem:

Managing employees in the revenue cycle is at the heart of creating long term sustainable improvements. Best practice health care providers and seeing the benefits of learning to set and manage expectations of their people. Improving performance in the revenue cycle can only be achieved with people who understand what is expected of them and are monitored for both financial and behavioral metrics.

Speaker:

Robin Bradbury
President
re|solution

Speaker:

Mike Ronning
VP of Client Services
re|solution

Abstract:

One of the responsibilities of a hospital business office is to optimize revenue cycle dollars. This challenge is also impacted by individual employee performance. It is in the interest of hospital business office managers, CFOs and CEOs to understand not only best practices and the revenue cycle, but also how individual employee performance can improve the revenue cycle.

Robin Bradbury and Mike Ronning are experts in revenue cycle optimization. They counsel hospital CEOs, CFOs and Business Office Managers on a regular basis about revenue cycle issues. Using extensive experience they have developed a set of strategies that hospital management can use to measure and evaluate the performance of revenue cycle employees. This will allow the facility to attain best practices in the revenue cycle and make a positive impact to the bottom line.

The presentation will discuss measuring and improving the revenue cycle as it pertains to Hospitals, Critical Access Hospitals and OPPS facilities. Practical techniques and tools to improve employee performance resulting in improvement of any facility's revenue cycle will be shared.

Using a proven tool set that will be shared with participants, they will learn to effectively create job descriptions for revenue cycle positions, set expectations and monitor performance for not only key performance metrics but also for behavioral competencies. Many facilities are learning to manage by the numbers. This session will teach participants to not only manage by the numbers, but to also begin to manage effective behavior in the revenue cycle to achieve maximum results.

“Paradigm Shifts: Using Technology in the Revenue Cycle”

Audience:

CFOs, CEOs and Business Office Managers

Business Problem:

As Health Care Providers are faced with increasing deductibles and reduced reimbursement, they are being asked to do more with less. The application of technology can allow a provider to address these problems in new and unique ways.

Speakers:

Robin Bradbury
President and CEO
re|solution

Abstract:

Revenue Cycle Directors and Business Office Managers are under the gun as they try to plug the holes in the revenue cycle. Technology and its proper application is critical to successful revenue cycle management. Technology can reduce the inaccuracies and errors in registration which account for 50% to 90% of denials.

Participants will learn about major opportunities for improvement in the revenue cycle and what providers and vendors are utilizing to plug these black holes. Technology vendors will be identified and discussed as to product offerings, benefits and return on investment. Today's technology enables the combination of contracts, charges, and patient benefits easily, efficiently, and consistently.

Mr. Bradbury will identify issues currently being addressed by technology vendors relating to pricing transparency, charge capture and self pay management.

Robin Bradbury is an expert in revenue cycle optimization. He counsel hospital CEOs, CFOs and Business Office Managers on a regular basis about revenue cycle issues. Using his extensive experience he has developed a set of strategies that hospital management can use to measure and evaluate the performance of revenue cycle employees and the effectiveness of the current hospital technology. This will allow the facility to attain best practices in the revenue cycle and make a positive impact to the bottom line.



“Key Revenue Cycle Indicators- Managing by the Numbers”

Audience:

CFOs, CEOs and Business Office Managers

Business Problem:

Presentation will provide Business Office Managers with practical strategies about how to address their relationship with the CFO, how to talk in a common language and to drive results.

Speaker:

Robin Bradbury
President
re|solution

Speaker:

Mike Ronning
VP of Client Services
re|solution

Abstract:

The language that is used to discuss the revenue cycle can be confusing as CFOs speak of bad debt reserves, bottom line impact, contractual allowances, etc. Oftentimes, this language is not well understood by Business Office Managers and revenue cycle staff. This session speaks to this issue.

Understanding what a CFO needs from the Business Office and defining common terms is the first step towards real progress in improving revenue cycle performance. This presentation will discuss what the CFO is looking for from the Business Office and how the Business Office management can present the information in a way that it can be understood.

During this session, we will discuss downturns in AR Days, reductions in cash flow, increases in bad debt expense and how they can be explained. This discussion leads to how these downturns can be managed, action plans prepared such that the Business Office Manager can begin to effectively address the CFO's concerns regarding the revenue cycle in a language of common understanding.

The session is very interactive and allows Business Office personnel to bring real issues of concern to the session and to allow the presenters and participants to discuss best approaches to solving common problems in the revenue cycle.

The intention of the session is to improve the ability of the Business Office personnel to address revenue cycle problems as they occur,

Robin Bradbury and Mike Ronning are experts in revenue cycle optimization. They counsel hospital CEOs, CFOs and Business Office Managers on a regular basis about revenue cycle issues. Using extensive experience they have developed a set of strategies that hospital management can use to measure and evaluate the performance of revenue cycle employees. This will allow the facility to attain best practices in the revenue cycle and make a positive impact to the bottom line.