



Get Paid Now!

Maximize Revenue from Insurers and Patients

Thursday
February 18, 2010
9am—4pm
(Registration & continental breakfast begin at 8:30am)
Millennium Hotel
2040 Walden Avenue, Cheektowaga, NY 14225

Attention Revenue Cycle Managers, and Billing and Collection Specialists -

We want to collect from insurance companies and patients. This workshop will show us how. You will receive tools and practices for enhancing revenue and cash flow. Topics covered include:

- Collect from insurance companies promptly and fairly
- Insurance Contact Information/Web Resources, State & condition Specific Appeals, Federal & ERISA, UCR Problems
- Collect from Patients by implementing a solid 'financial policy';
- Integrate paperless patient billing & collecting through 'easy pay'.
- Train your staff with the most up to date techniques for capturing balances while employing extraordinary service
- Learn how to capture payments before they turn into bad debt.
- Learn Customer Service techniques for demanding customers



Jerry Bridge, founder and president of Bridge Practice Management Group, is a trainer, coach and keynote speaker. Jerry first began leading programs for healthcare in 1991. Since then he has worked with over 75,000 executives, providers, practice managers and administrative staff on a variety of practice management issues ranging from revenue cycle management, billing and collections, to customer service, communication, stress management, and productivity.

Additionally, Jerry integrates over 25 years of training and development with Landmark Education Corporation; a leader and innovator in the field of transformational education. In May 2007 Jerry became a licensed partner and workshop leader with Mission Control Productivity, Inc. Jerry is honored to have worked with individuals, teams, and organizations to bring forth dramatic, powerful, and lasting results—both personally and professionally.

Jerry lives in San Diego, California. He is a dad, drummer, and occasional stand up comic. His passion is to lead inspiring, motivating programs that empower people, and have lots of fun in the process. Jerry was the keynote speaker at the WNY Chapter's Third Annual Spring Institute, held in April 2009.

Member Fee: \$35
Non-member Fee: \$50

Registration fee includes lunch which will be served at approximately 12:00pm.

This session qualifies for 6.0 hours of CPE credit.

MARK YOUR CALENDARS

March 1, 2010 Compliance Seminar at Classics V. Scheduled speakers include James Sheehan, Medicaid Inspector General-OMIG, Robert Trusiak-Assistant US Attorney, Mark W. Thomas-HANYS/Wilson Elser, LLP, Bethany Hills-Hodgson Russ, LLP



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Registration must be received by **Thursday, February 11, 2010**

Fax or email registration to: Daria Shanchuk, CPA, MBA
**if mailing registration with Lumsden & McCormick, LLP
payment, please email to ensure 403 Main Street, Suite 430
timely registration Buffalo, New York 14203
dshanchuk@lumsden CPA.com
Fax: 716-856-2524
Telephone: 716-856-3300, ext. 160

Checks Payable to: HFMA TREASURER (mail to address above)

Facility: _____

Phone #: _____ Amount Enclosed: \$ _____

<u>Persons Attending</u>	<u>HFMA Member</u>	<u>Amount</u>	<u>CPE</u>
_____	yes/no	_____	yes/no
_____	yes/no	_____	yes/no
_____	yes/no	_____	yes/no
_____	yes/no	_____	yes/no





The Western New York Chapter of HFMA is pleased to recognize, and wishes to express its sincere appreciation to those who support our educational programs throughout the year– our valued Sponsors!

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