

Calendar of Events

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June 6, 2024

Spring Educational Session

01:00 PM - 04:00 PM PAC

Thursday, June 6, 2024, from 1:00 pm to 4:00 pm

USC Arcadia Hospital

300 W. Huntington Drive, Arcadia, CA 91007

Vance Auditorium

Agenda:

1:00 pm - 2:00 pm

"No Surprises Act Update - The latest news and views"

Speaker: Jonathan G. Wiik, MSHA, MBA, FHFMA - Vice President, Health Insights, Fin Thrive

Jonathan Wiik has over 25 years of healthcare experience in acute care, health IT, and insurance settings. He started his career as a hospital transporter and served in clinical operations, patient access, billing, case management, and many other roles at a large not-for-profit acute care hospital and prominent commercial payer before serving as Chief Revenue Officer.

In his current role as Vice President of Health Insights at FinThrive, he is responsible for leading healthcare data insights and research. Wiik works closely with the market and hospitals on industry best practices for revenue management. He is considered an expert in the industry for healthcare finance, legislation, revenue management, and strategic transformation.

Wiik is an active advocate of legislative changes that evolve the healthcare industry. He's the author of Healthcare Revolution: The Patient Is the New Payer, and Revenue Evolution: Helping Providers Get Paid in An Era of Uncertainty, which was released in early 2020. He frequently speaks as a thought leader at state and national events.

Wiik is the past President of Colorado HFMA, and previously served as a board member for the American College of Healthcare Executives (ACHE) and Colorado Association of Healthcare Executives (CAHE). He holds a bachelor's degree in sports medicine and holds two master's degrees in healthcare administration and business.

He enjoys spending time outdoors with his family in Colorado with his wife and two very energetic red-headed boys. He's also a certified whitewater rafting guide instructor and an avid traveler and has had a six-month stay in Antarctica and a visit to the South Pole.

2:00 pm - 3:00 pm

"Legislative Panel - what's new, what's next"

Panelists:

*JaNelle Weatherford, Associate Administrator, Strategic Financial Planning,
Government Reimbursement & Reporting at Keck Medicine of USC*

?JaNelle currently leads all government reimbursement activities, including cost reporting and audits, for Keck Medicine of USC - an academic, teaching, and research enterprise providing world-class patient care at four hospitals and more than 100 clinics throughout LA and Orange counties.

In her role, she has helped develop growth strategies for graduate medical education as well as finance structures for clinics, partnerships, and joint ventures. She also serves as a valuable leadership resource, strategist, and teacher to executive and operational teams. Her leadership style, founded in partnership, communication and humor, serves her aim to build consensus and drive change within the complex, matrixed environment of academic medicine. She is regarded for her ability to synthesize hyper-technical regulatory and reimbursement matters into actionable analyses and develop continuous improvements with non-reimbursement partners and leaders across the organization.

Richard Lovich, Managing Partner, Stephenson Acquistio & Colman

Mr. Lovich is Managing Partner at Stephenson, Acquistio & Colman, the premier healthcare reimbursement litigation firm in the country. He has 40 years of litigation and trial experience and is admitted to practice before the United States Supreme Court, the Ninth Circuit Court of Appeals; and all federal and state courts in California.

Since 1995, he has held a "Preeminent A-V Rating", by Martindale-Hubbell, reflecting the highest possible peer ratings in legal ability and ethical conduct. He has been named a "Southern California Super Lawyer" each year since 2011.

Mr. Lovich serves as National Legal Counsel to the American Association of Healthcare Administrative Management (AAHAM). In that capacity, in 2016, he testified before the United States Senate Commerce Committee on needed changes to the Telephone Consumer Protection Act (TCPA) and the difficulties presented by that law to the healthcare industry. In 2020 he was selected by Federal Communications Commission Chairman Pai to serve on the FCC Advisory Board to create best practices for voice service providers to protect hospitals from illegal robocalls.

In 2023, Mr. Lovich collaborated on the American Bar Association book "Health Law Essentials". The book provides an excellent foundation in various areas of health Law. Mr. Lovich wrote the chapter on litigating and arbitrating provider claims.

Mr. Lovich oversees SAC's national payer dispute practice. Under his leadership the SAC team has gone from focusing on California provider claims to representing health systems and providers in 35 states. The firm is active in the California, Illinois, and American Hospital Associations.

Mr. Lovich was certified in 1998 at the Harvard Law School by the National Institute for Trial Advocacy in Teaching Trial Advocacy. Mr. Lovich has lectured nationally on many revenue cycle topics at large health systems and top university academic medical centers including Stanford University Health, UCLA Health, University of California Irvine Health, University of California San Francisco Health; the Regents of the University of California, Providence-St. Joseph Health, Trinity Health, and Dignity Health.

Mr. Lovich is married with five daughters and three grandchildren. He is also a lifelong die-hard Dodger fan. Both account for his prematurely gray hair.

3:00 pm - 4:00 pm

"Experiences and Lessons Learned from Going through a Cyber Attack"

Panelists:

Terry Closson, B.S., CRCR, CHAM, Executive Director Revenue Cycle, CHOC Children's

With over 25 years of Executive Management within the Hospital and Healthcare systems, Terry has proven to be an exceptional and respected leader amongst her peers. Her vast knowledge of Revenue Cycle, Hospital Admissions, Process Improvements, and Strategic Planning has proven to be both beneficial in her internal and external associations. She holds a bachelor's degree in business management and Terry is also the President of CAHAM (California Association of Healthcare Admissions Management) and holds the designations of CSCR and CHAM which have led her to produce consistent "Best-in-Class" Patient experiences, while in tandem spearheading successful projects related to Revenue Cycle.

Recently married this past January, Terry and her husband Michael enjoyed a Safari in Africa. Residing in Newport Beach, she enjoys cooking (and dining out), traveling, reading, hiking, and enjoying the beach with her husband. She has two adult children she adores.

Rudy Braccili, MBA, Director, Accounts Receivable, Keck Medicine of USC

Rudy is presently in his fourth year at Keck Medicine of USC where he serves as Director of A/R Operations for the organization's three-hospital central business office.

Rudy has served in leadership roles at both "For- Profit" and "Not-For-Profit" hospitals and health systems throughout the U.S. His accomplishments to date include:

- A successful 14-year tenure, at Fort Lauderdale's Broward Health as Assistant Vice President Revenue Cycle Services where he led the implementation of a centralized business office for four acute-care, academic teaching hospitals and thirty-two primary care clinics*
- As Executive Director Revenue Cycle Management, for seven years, Rudy led the Patient Access, Business Office, Revenue Integrity, HIM, & Clinical Documentation Improvement departments at Boca Raton Regional Hospital during its seven-year "red-to-black" financial turn-around period*
- Rudy led the implementation and ongoing operations of Tenet Healthcare's pioneering National Medicare & Medicaid Center for five years*
- Rudy served as two-term elected President of the South Florida Chapter of AAHAM*

Rick Lash, Director, PFS, USC Arcadia Hospital

Rick Lash is the Director of Patient Financial Services at USC Arcadia Hospital, a member of Keck Medicine of USC. He reports to the Administrative Director of PFS at Keck. He is responsible for pre-billing, billing, commercial and self-pay collections. He works closely with Decision Support, Accounting, Patient Access, and Health Information Management. Rick is the current President of the Western Region Chapter of AAHAM and a former President of the Southern California Chapter of HFMA.

Please note that there is a nominal fee of \$25 to attend this session.

We look forward to your participation and the opportunity to enhance our knowledge and skills together.