SPEAKERS' BUREAU

HAWES GROUP

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MEMORABLE
ENLIGHTENING
MOTIVATIONAL
WORTH EVERY MINUTE

HAWES GROUP

Professional Credit | HeRo Business Services | KG Hawes

The Hawes Group along with its affiliates Professional Credit, Hero Business Services and KG Hawes, have a number of industry thought leaders who enjoy sharing their expertise with clients and colleagues.

Each of the following presentations can be adapted to fit the unique needs of each audience in terms of the specific content covered, learning objectives, level of audience participation and timing. Also, we are always evaluating new educational topics for development, so please let us know your areas of interest.

For inquiries, please contact Huntley McNabb at huntley@hawes.group or 503-779-1788.

Session Title: ***Creating and Inspiring a Winning Team***

Summary

This presentation will examine the six magical steps that energize people to pursue their best performance. Winning teams are made of motivated people choosing to be incredible.
Motivation comes from two places-

- Intrinsic (which comes from within)
- Extrinsic (external force)

Many Leaders rely on incentives, penalties and other extrinsic motivation...but incentives only go so far. The best leaders understand that to build a truly winning culture, you need to create intrinsic motivation.

Inspiring those you lead or work with to do great things for the love of the work itself and not because they'll receive a trophy at the end of the game requires inspiring in others a zeal for greatness.

Takeaways

1. Learn the secret to inspiring intrinsic motivation.

2. Discover the key differences between effective leaders and ineffective leaders.

3. Practice practical strategies for creating a team who's invested in each other and the company.

Session Title: ***Be Incredible: Stepping Away from the Ordinary***

Summary

Definition of incredible: beyond belief or understanding – Webster's Dictionary

Every staff member and leader has the ability to be "incredible." But everyday challenges and daily responsibilities at patient access, in your business office, or in your call center tend to get in the way, preventing us from making that "incredible" happen. The truth is that most people want to be incredible, but are often left wondering how to get started. Sometimes they focus on abstract ideas and advice, but don't execute specific principles that allow them to start being incredible.
This seminar's purpose is to change that by introducing the principles that change "ordinary" to "incredible" at the point of service, in the business office, and in the call center.

Takeaways

1. Learn the key traits that all "incredible" staff have in common.

2. Realize that 'incredible' is within you and your coworkers.

3. Witness hands-on examples of the impact that being "incredible" can have on personal and professional lives.

4. Comprehend what is truly needed to push staff to the next level of greatness.

5. Participate in valuable and interesting activities.

6. Learn while having fun.

Session Title: ***Mindfulness, Self-care, and Tips to avoid Burnout***

Summary

Burnout in the healthcare industry isn't just affecting our providers. This session explores the brain science behind managing stress and burnout. Biological differences between the fe/male brains help to determine our coping and stress responses. We will talk through actionable tactics that attendees can immediately apply both personally and professionally to claim the calmer, more authentic version of themselves.

Takeaways

1. Identify how men and women deal with burnout differently.

2. Clarify the differences between mindfulness and meditation.

3. Discover tips & tricks to "control the controllables" (e.g., what we think, say and do).

4. Learn to use actionable #HealthHacks.

Session Title: ***Living Lean: Infusing Lean Culture in a Healthcare Environment***

Summary

Living Lean at your patient access points as well as in the business office allows your organization to create increased value for your patients - and increase staff morale and job satisfaction. Sounds good, but why do so many organizations struggle with maintaining their Lean momentum? This training will show you simple ways to infuse Lean principles into the very culture of your healthcare organization so that it becomes second nature instead of another "chore" that you have to remember to periodically complete.

Takeaways

1. Identify the basic Lean principles and outside-in Lean principles.

2. Identify your organization's current and desired state.

3. Understand the components of a successful Lean implementation plan and timeline.

4. Learn quick and easy Lean strategies to provide your patient access and business office with Lean wins.

5. Identify and avoid common Lean implementation pitfalls that will sabotage your implementation efforts.

Session Title: ***Driving Patient Satisfaction through Teamwork and Collaboration***

Summary

With today's patients bearing more responsibility for the cost of their healthcare than ever before, their expectations have risen as well – along with their willingness to shop around when things go wrong. How do providers meet these expectations, increase patient satisfaction, and maintain a high level of patient loyalty? The answer lies in knowing what patients need and want, and how to use collaboration and teamwork to deliver those very things.

During this session, we will share our experience with successful patient engagement and developing collaborative teams that deliver. With new and significant changes to the ACA forthcoming, we will discuss what these changes may mean for providers, and the impact they may have on patients as well.

There's never been a better time for the discussion of Patient Satisfaction through Teamwork and Collaboration. Together we'll examine the factors that contribute to patient satisfaction, and share strategies for creating an environment of teamwork that delivers exceptional patient care.

Takeaways

1. Discover what drives patients to stay with a provider.

2. Identify the factors that result in challenges to teams, and learn how to overcome the obstacles that prevent the delivery of excellent patient care and service.

3. Master the Eight Steps to a Positive Patient Experience.

Bonus: Learn how to benefit from the "Halo Effect."

Session Title: *Getting to One-click: 5 Steps in Transforming Patient Financial Engagement*

Summary

Amazon's "one-click" online buying experience has transformed consumer financial engagement and is the result of a decades-long effort to understand consumer preferences and develop its advanced digital platform. In health care, patients expect (or will expect very soon) the same digital experience from providers that they receive from the online retailers they interact with constantly. But how do we get there?

In this presentation, our speakers will provide a 5-step guide for organizations to follow in transforming traditional patient financial engagement into an omni-channel experience powered by artificial intelligence and machine learning. The steps include understanding behavioral science concepts, applying analytics to all communication channels, activating new communication channels, and optimizing all forms of engagement. They will also share examples of the basic building-blocks necessary to deploy AI and machine-learning. An understanding of this path to AI in patient financial engagement is critical to anyone in healthcare because this technology is the new standard across industries.

Takeaways

1. Gain an overview of behavioral science methodologies.
2. Learn how analytics tools allow testing of new engagement techniques.
3. Understand the basics of designing an optimization model.
4. See how new technologies such as speech analytics, robotic process automation, artificial intelligence and machine learning will affect how people interact.

Session Title: ***Preservice Game-changing Strategies***

Summary

Patient access is not just "registration" anymore! Increasingly patient access staff are responsible for the "What, When, Where, Why and How" of the patient journey. Learn how provider organizations celebrate a culture of change within their care site.

We will also talk through the HFMA/ MAP metrics for point of service collections, patient experience management strategies and compliantly collecting "patient pay" dollars effectively by addressing evolving consumer preferences and generational differences.

Takeaways

1. Learn why a patient-centric revenue cycle starts at the front-end.

2. Review HFMA/MAP Metrics for point of service collections.

3. Learn about the relationship between registration data quality, patient safety and decreased denials.

4. Discuss collection strategies to meet healthcare consumers' evolving communication preferences.

Session Title: ***A/R Boot-camp: Slim Down your Receivables***

Summary

In this fast paced and fun session, we share a step-by-step, disciplined approach to getting your A/R into tip-top shape quickly. Our speakers will draw from their extensive experience in A/R management to describe the actions you and your organization can take that will have the most impact in reducing A/R in the short term and keeping it trim in the future.

Takeaways

1. Learn how to develop effective end-to-end workflows.

2. Identify appropriate metrics.

3. See examples of successes and challenges that other health systems and other providers have experienced.

4. Gain the ability to create an action plan for your own organization.

Session Title: *Improve Self-Pay Collections and Promote Positive Patient Relationships: Best Practices for Clinics and Hospitals*

Summary

This presentation addresses the challenges today's patient faces with high deductible health plans and a larger portion of medical bills falling to patient responsibility. In addition to analyzing the causes of collection challenges, we'll discuss strategies that engage patients in effective conversations to increase self-pay revenue.

Topics Included: healthcare industry trends including potential changes to the Affordable Care Act, price transparency, patient financing, payment technologies, and personalized service.

Takeaways

1. Understand key industry trends, including changing patient demographics and potential changes to the ACA.

2. Identify factors that improve patient engagement.

3. Discover options for removing key obstacles to patient payment.

4. Gain knowledge of tools for increasing engagement at each step of the patient experience, including the use of speech analytics and behavioral analytics.

5. Learn how other healthcare providers are meeting needs and increasing patient loyalty.

Session Title: ***High Balance Claim Denials: Options Beyond Appeals***

Summary

According to the Advisory Board's biennial survey of hospital benchmarks, hospitals wrote off 90% more denials than six years ago. Since denials are a top issue for all health systems, it is valuable to hear about a stratgy that you might not be taking advantage of and that could lower A/R and increase revenue significantly.

In this session you'll hear how to evaluate and prioritize these denials and the best process for challenging them when the appeals process has been exhausted.

Takeaways

1. Understand your options for addressing big-impact denials when the standard appeal process is unsuccessful.

2. Develop proper criteria for identifying denials that should be challenged further.

3. Hear how this strategy has been successfully implemented.

Scott Purcell,
President
- Professional Credit

Scott Purcell is a passionate and enthusiastic leader in the financial services industry, as well as a dynamic presenter and subject matter expert. He is certified in Measurable Management™ and the Allenbaugh Coaching System™, bringing efficiency and increased customer service to his organization.

Scott has implemented Lean culture at Hawes Group and Professional Credit, bringing about sustainable change and profitable growth, through his influential leadership and Lean tools.

Scott holds a Bachelor of Science in accounting and business administration from Oregon State University. He is also currently serving as Treasurer on the Board of Directors for ACA International.

Jeff Johnson,
Chief Client Officer
- Hawes Group

Jeff Johnson is a nationally acclaimed motivational trainer, speaker, and facilitator, as well as a veteran in the credit and collections industry.

Prior to joining Hawes, Jeff had more than 10 years of experience as manager of client relations for Columbia Ultimate Business Systems, a premier provider of collection and receivable management software. Jeff also served as a director of the International Division of the Franklin Covey Leadership Center in Salt Lake City, Utah, where he worked with many Fortune 500 companies to improve internal processes through pinpoint training.

Originally from Colorado, Jeff earned a Bachelor of Science degree in business management with a minor in human resources from Brigham Young University. He is a certified 7-Habits Trainer and has numerous professional memberships, including the Healthcare Financial Management Association (HFMA).

Jeff is one of the Oregon HFMA's past presidents and serves on the HFMA regional committee.

Cally Christensen,
Regional Development
Director
- Professional Credit

Cally Christensen is Principal Performance Consultant, Christensen & Company Consulting llc., as well as an Executive Coach, who is passionate about Women in Leadership.

She celebrates over fifteen years in Revenue Cycle and specializes in “Patient Experience” Management and “Front of the House” Patient Billing & Collection Strategies. Cally excels at helping her clients create “frictionless” consumer experiences throughout their care delivery.

She has a Bachelor of Science in Non-Profit Administration & Social Services. She is also the current Colorado HFMA Chair of Networking, Marketing and Communications as well as Co-Chair of Women In Leadership (WIL.)

Mark Hasson,
Vice President of
Compliance and
Education
- Professional Credit

Mark Hasson, Vice President of Compliance and Education, has spent his entire career in the collections industry, spanning almost 40 years.

Mark is a certified ACA International Instructor, and presents Professional Credit's annual ethics training to all employees. As an instructor, Mark travels from coast to coast offering industry specific courses to clients.

David Mort,
Director of Lean
Collections
- Professional Credit

David Mort is a strong practicing Lean leader and is certified in the Allenbaugh Coaching System™. His leadership experience in the non-profit as well as the private sector has given him a unique perspective on resource management and performance training.

With a Bachelor of Arts degree in theater from Wright State University, David is a dynamic presenter with a passion for helping others become great leaders.

Hayden Reece,
Vice President of Product Development
- KG Hawes

Hayden Reece is currently the Vice President of Product Development for KG Hawes, a consumer financial engagement software and services company. In this role he oversees KG Hawes' speech analytics strategy and consults with clients on improving consumer engagement by applying behavioral science techniques in call center settings.

Prior to KG Hawes, he served as a Behavioral Analyst at the Hawes Group, and as a researcher at the Center for Brain Health in Dallas, Texas.

Hayden earned a bachelor of science in Psychology from Sewanee, the University of the South in Tennessee.

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Hawes Group companies strive to improve the experience of clients and consumers through innovative applications of analytics, technology, and behavioral science.

Hawes Group speakers represent more than 85 years of experience and the accumulative knowledge of industry leaders in accounts receivable management, early out services, and consumer engagement technology.

To inquire about the availability of any of these Hawes Group speakers,
please contact Huntley McNabb:
Huntley@hawes.group | 503.779.1788
For the most current version of topics, please visit
www.hawesfinancial.com/speakers

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