PROFESSIONAL

SPEAKERS BUREAU

2021

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ABOUT
PROFESSIONAL

Professional is based in the Pacific Northwest with corporate, headquarters, and operational centers in Washington and Oregon. Founded in 1933, the corporation offers two primary service lines, Professional Credit's third-party collection service, and Ensource's self-pay early-out service.

Each distinct service line proudly shares a common culture of integrity, innovation, and continuous improvement.

Collaboratively, we offer a comprehensive portfolio of accounts receivable solutions. We have more than 180 dedicated employees, and a leadership team comprised of experts from the receivables, healthcare, banking, legal, commercial, and information technology communities.

OUR MISSION

Providing our clients with the greatest monetary recovery available, while maintaining a complete commitment to protecting their image in the eyes of their customers and the public, and assisting them in achieving their mission.

OUR VISION

To be an integral part of our client's team—bringing value to their organization where they couldn't imagine fulfilling their vision without us. Our clients trust us to be fair, honest, and diligent as we lead our markets in client service, integrity, value, and customer service.

OUR VALUES

Professional's commitment to its mission and vision is exemplified in the values held throughout the organization for Professionalism, Community Service, Integrity, Quality, Value, and Long Term Viability to deliver consistent and appropriate financial results.

ACCREDITATIONS

We monitor the factors affecting consumers and industries we serve, as well as the regulatory environment in order to provide guidance to our clients and enhance the value of our services and technology on an ongoing basis.

Our organizations have achieved certification in, and adhere to, the highest standards for quality assurance and regulatory compliance in our industries.

- ACA INTERNATIONAL BLUEPRINT® CERTIFICATION
- SSAE18 SOC 2 TYPE II AUDIT
- BETTER BUSINESS BUREAU CERTIFICATION
- HIPAA COMPLIANT
- HFMA PEER-REVIEWED
- IRS 501(r) COMPLIANT
- ISO/IEC 27002 IMPLEMENTATION CERTIFIED
- FDCPA COMPLIANT
- CFPB COMPLIANT

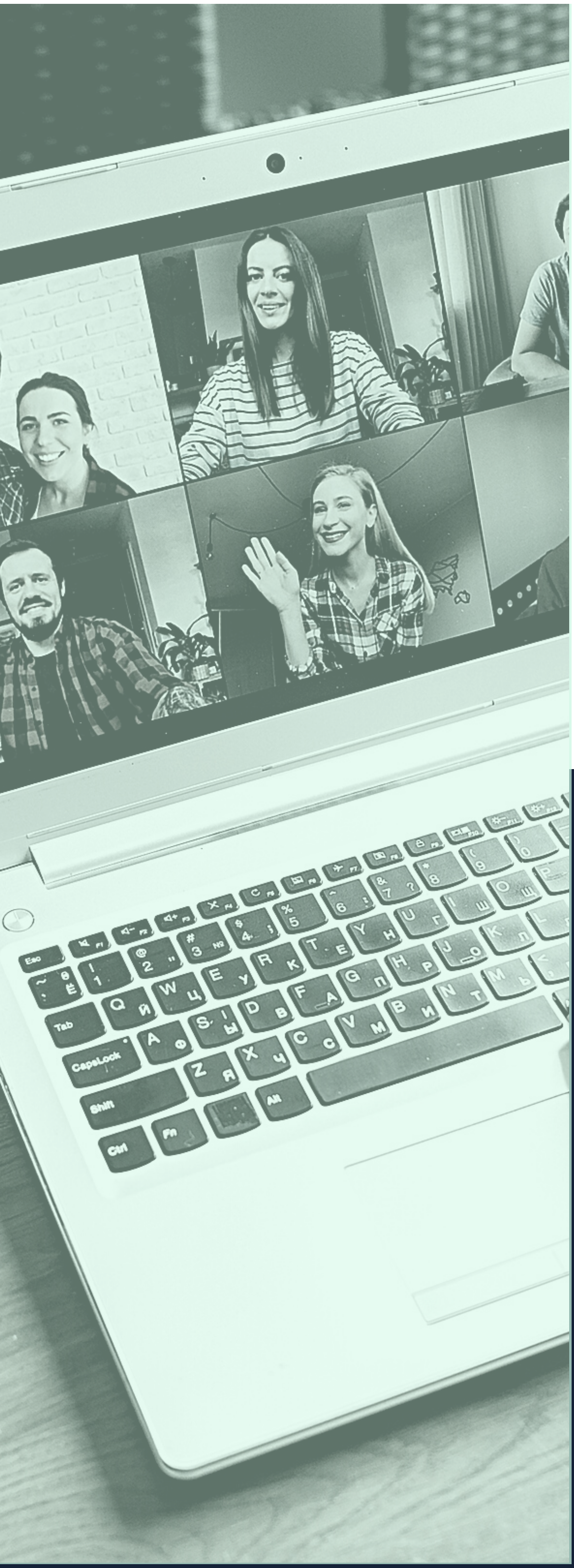
ABOUT
SPEAKERS BUREAU

Professional has a number of industry thought leaders on staff who enjoy sharing their expertise. Thanks to the collective knowledge and experience of our team, we can offer training, consulting, and education on a variety of topics.

Topics include, but aren't limited to, accounts receivable management optimization, lean management, staff development, and leadership.

All Speakers Bureau presentations can be adapted to fit the unique needs of your audience in terms of the specific content covered, learning objectives, level of audience participation, and timing.

We are always evaluating new educational topics for development, so please let us know your areas of interest.



VIRTUAL EVENT FORMAT

The modern workplace looks much different now. Many organizations may now work in a remote or hybrid environment, and their workforce could encompass a variety of geographic locations. For this reason, the Speakers Bureau presentations are offered in a traditional in-person format or in a virtual setting. This ensures important messaging and training can reach everyone in your organization.

Even if your organization is not participating in remote work, there are advantages to utilizing virtual sessions. Virtual presentations are capable of serving larger audiences and can include specialized interactive elements like gamification.

GAMIFICATION

We found the formula for maximizing the impact of training and educational sessions and it's gamification. Whether delivered as virtual or hybrid presentation, attendees benefit from real-time participation via their smartphones, boosting engagement, and minimizing distractions. There are many options to chose from beyond the topics in this catalog. Sessions can be fully customized. Simply select the format that best suits your needs: educational, demonstrative or a fun and games happy hour format. Our experienced hosts ensure a smooth and professional delivery.

Reach out for more information on established games for team-building events.

TOPICS

HEALTHCARE

LEADERSHIP

LEAN MANAGEMENT

A/R MANAGEMENT

MOTIVATIONAL

We understand the challenges of doing business in the modern world.

Success requires good training, a lot of hard work, and heart.

Professional's Speakers Bureau offers a variety of specialized topics to engage and inspire every level of staff. Whether you are looking to discover new methods for leadership, build up your existing staff, or simply get everyone together for some good old fashioned team building, we have a presentaion that's right for you.

PRINCIPLES OF LEAN

Yesterday our managers and lead staff had the pleasure of attending a seminar offered by Professional. Everyone was very engaged in the training and is still talking about what they learned...The feedback has only been positive. Thank you for providing this empowering seminar. We are already looking forward to next year!."

HR Director,
Ocean Beach Hospital

Lean is a set of concepts and principles that focus on maximizing customer value while minimizing waste. In this workshop, participants will learn the history of Lean and the 5 foundational principles of Lean:

1. Specify the value of the product or service being offered

2. Identify the Value Stream for each product or service

3. Making Value Flow within the stream without interruptions

4. Let the Customer Pull value from the producer

5. Pursuing Perfection through continuous improvement

Takeaways

1. Understand the basic principles of Lean.

2. Identify Value Streams within your organization.

3. Understand the continuous improvement idea of perfection.

GETTING TO ONE-CLICK: 5 STEPS IN TRANSFORMING PATIENT FINANCIAL ENGAGEMENT

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 omnichannel 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.

This was a great presentation! Thank you! A terrific wrap-up session for a great conference... organized, professional, positive, and fun! "

Attendee,
HFMA Symposium Las Vegas

MINDFULNESS, SELF-CARE, AND TIPS TO AVOID BURN-OUT

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 controllable” (e.g., what we think, say, and do).

4. Learn to use actionable #HealthHacks.

IMPROVE SELF-PAY COLLECTIONS AND PROMOTE POSITIVE PATIENT RELATIONSHIPS: BEST PRACTICES FOR CLINICS AND HOSPITALS

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.

7 KEY ELEMENTS: ENSURING YOUR RFP IS A SUCCESS

RFPs are written by the client and used to attract responses from vendor candidates. As a frequent responder to RFPs, Professional has a number of valuable tips and secret insights to ensure the client elicits the information they are truly seeking.

Partnering with an ethical and effective collection agency is vital to providing consumers with a positive experience and resolving unpaid balances.

Writing a collections RFP that results in hiring the right collection vendor can be complex and challenging. This presentation is a guide for developing the criteria to select the right agency.

"We have finally implemented the new business practices that Professional's training was supporting us through, and I am finally able to provide you thoughtful feedback. We were very, very pleased. The presentation was engaging, thought-provoking, and entertaining. The variations in facilitation methods met the diverse learning styles of our staff. Although we needed to shorten the presentation by 1/2 hour due to work-related constraints, numerous participants spoke very highly of the training. Thank YOU for everything that you did to help us out to prepare our organization for a major shift in business operations."

Jessica Gurley, Programs Administrator,
Superior Court Operations
Snohomish County Superior Court

Takeaways

1. Learn the seven key aspects of a reputable, effective collection agency.

2. Discover how to add efficiency to what is normally a time-consuming process.

3. Gain new ideas for improving your process to get the results you want.

GETTING REVENUE BACK ON TRACK BY OPTIMIZING SELF-PAY COLLECTIONS

During economic downturns such as the Great Recession in the last decade, as well our current situation in coming out of the pandemic, patients already struggling with high out-of-pocket healthcare costs find it even more difficult to pay their medical bills. In times like these, how can healthcare providers minimize the negative impact to self-pay collections while maintaining positive patient relationships? With real-life examples and supporting data, Scott Purcell, ACA International's current president and president of Professional Credit, reviews five key strategies for optimizing patient collections while ensuring there is no negative impact on the patient experience.

Five Key Strategies for Self-Pay Optimization

1. Gather accurate data.

2. Train staff to collaborate.

3. Tailor all communications.

4. Use technology to engage.

5. Stay in touch.

Takeaways

1. Learn the financial impact of the accuracy of various data elements.

2. How to train your staff for more collaborative patient financial discussions.

3. Discover new ways to tailor communication and the best engagement technology on the market today.

4. Understand the value of long-term financial engagement during economic downturns.

Everyone enjoyed the presentaion. Jeff has the talent to get the attention of the group and keep them interested. He is a wonderful presenter and we hope to have him back for future presentations. "

Manager,
Samaritan Health

KEY PERFORMANCE INDICATORS: USING METRICS TO DRIVE PERFORMANCE

Key Performance Indicators (KPIs) can be powerful tools for measuring your company's success. They can also guide you in identifying and developing the behaviors you want your teams to excel at. It is common for organizations to use KPIs as a measurement of their fiscal health while ignoring the underlying behavior that impacts the metrics. Organizations that know which key indicators drive their business and how to use them as a coaching opportunity will have a clear edge over the competition.

Takeaways

1. Understand how KPIs can be used to measure success.

2. Identify the right KPIs.

3. Learn how to recognize key behaviors that move the needle towards your goals.

LIVING LEAN: INFUSING LEAN CULTURE IN A HEALTHCARE ENVIRONMENT

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.

A/R BOOTCAMP: SLIM DOWN YOUR RECEIVABLES

Great information leads to great ideas. Very inspiring. I wish we had more time!"

"Very informative and empowering. Great motivator!"

Attendees,
GRCA Convention

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 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.

BE INCREDIBLE: STEPPING AWAY FROM THE ORDINARY

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 patient access, 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 invaluable and interesting activities.

6. Learn while having fun.

RECAPTURING YOUR MAGIC

Jeff's presentation on "Recapturing Your Magic" was fabulous! He was well spoken, engaging, and kept our interest throughout. His presentation was well organized and the clerks kept raving about what a great speaker he was. I'm sure that we all learned something we will take back to our work and personal life. Thank you so much for allowing Jeff to present to our group. Jeff was awesome!!!"

Kimberly A. Allen,
Grant County Clerk
Washington State Courts

In this motivational seminar, attendees are encouraged to explore and recapture the power within themselves.

“Each individual person is very important. Each person has tremendous potential. She or he alone can influence the lives of others within the communities, nations, within and beyond her or his own time.” – Muhammad Yunus

Daily we use our personal magic to influence the world around us. What happens when this "magic‟ runs low or possibly out? How do you get it back? The answers are addressed within this valuable, hands-on presentation.

Takeaways

1. Comprehend the power of personal "magic" to influence the world around you.

2. Experience a hands-on example of the impact of this power in both your business and personal life.

3. Understand things in your daily life that drain this personal power.

4. Identify the seven principles for regaining your "magic".

5. Learn the SECRET to control the world around you.

MORE TOPICS

LEADERSHIP

Change the Question to Change Your Department, Your Organization—and the World

Coaching for Success

Creating and Inspiring a Winning Team

Change Management - "Ignite the power within"

Creative Thinking vs. Critical Thinking: When and How to Use Each for Increased Results

Crucial Conversations: How to Talk to Anyone about Anything

Decision Making Under Pressure

Employee Motivation and Reward

Full Speed Ahead to Quality Leadership

Personal Kanban: How to manage your workload for greater productivity and less stress

Presentation and Facilitation: Telling Your Story

Communication Power - Make Yourself the Ultimate Communicator

HEALTHCARE

Driving Patient Satisfaction through Teamwork and Collaboration

High Balance Claim Denials: Options Beyond Appeals

Preservice Game-Changing Strategies

MOTIVATIONAL

Outstanding Customer Service is Really that Easy

Trust is a Two Way Street

The Power of Trust

LEAN MANAGEMENT

Leadership Magic – 7 Essentials

Bridge the Relational Gap within a Lean Organization: How to Increase Your Organizational Influence Up, Down and Sideways

A/R MANAGEMENT

Consumer Data: the Secret to Improved Recovery

PROFESSIONAL SPEAKERS

Professional has a number of industry thought leaders on staff who enjoy sharing their expertise. Thanks to the collective knowledge and experience of our team, we can offer training, consulting, and education on a variety of topics.

Energetic speakers who can keep audiences engaged paired with topics that will inspire for days to come.

Knowledge has no value unless it is used and shared.

Our presentations can be adapted to fit the unique needs of your audience, whether in terms of content or location. We customize your event for learning objectives, level of audience participation, timing, and setting.

G. SCOTT PURCELL

President, Professional
President, ACA International

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 President-Elect on the Board of Directors for ACA International.

JEFF JOHNSON

Chief Client Officer, Professional

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.

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

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).

CALLY CHRISTENSEN

Regional Development Director, Professional

Cally Christensen has excelled within healthcare revenue cycle for almost two decades. She leverages her passion for patient-centered billing and collections with outstanding culture & communication. Cally's dynamic, engaging presentation style helps drive immediate results and lasting solutions.

As Regional Development Director of Professional Credit, an HFMA Peer Reviewed Receivables Management Company, Cally builds strategic partnerships with practices, hospitals and systems to increase recoveries for self-pay and aged receivables.

She has a Bachelor of Science in Non-Profit Administration & Social Services from the Metropolitan State University of Denver. She is also the current Rocky Mountain AAHAM Vice President and a member of the Arizona HFMA Board of Directors and Co-Chair of Programs.

MARK HASSON

Vice President of Compliance and Education, Professional

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.

Do we have some eductional information for Mark to put here?

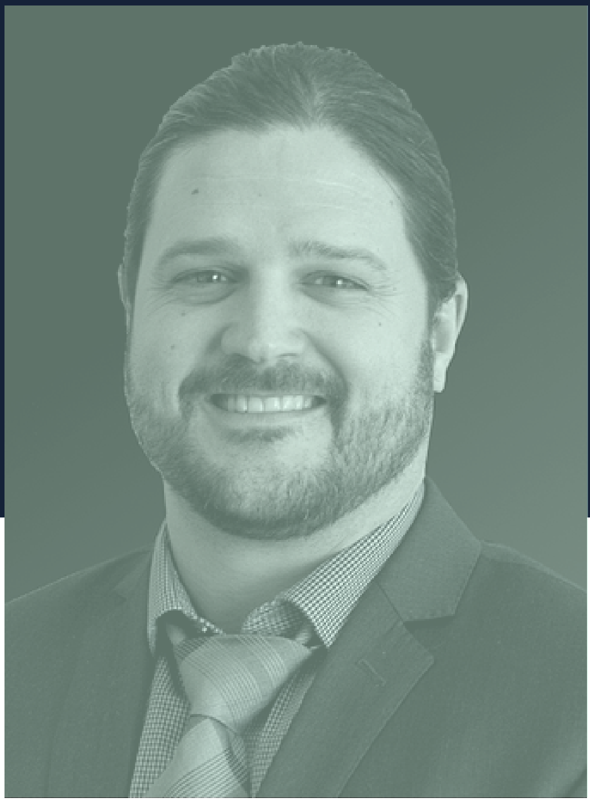
CARL CHRISTENSEN

Vice President of Compliance and Education, Professional

Carl Christensen, Vice President of Collections, joined Professional Credit in 2017 to lead its Healthcare Services team.

He brings more than 15 years of experience including 12 years with JC Christensen and Associates (now Alltran Health) where he managed financial services and healthcare departments. He has also held positions at Central Portfolio Control and AllianceOne.

Do we have some eductional information for Carl to put here?



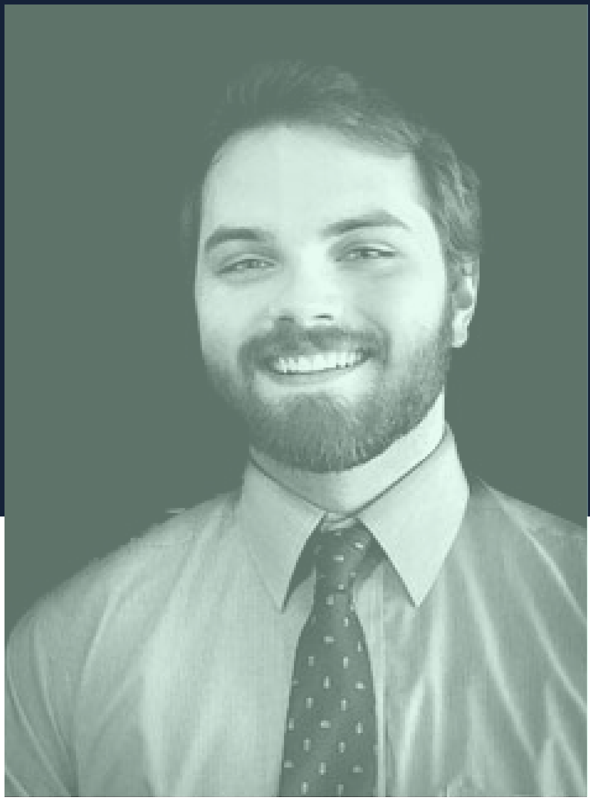
HAYDEN REECE

Digital Behavioral Scientist & Product Manager, Professional

Hayden Reece is currently a digital behavioral scientist and product manager at Hawes Group. In his role he monitors and analyzes communication channels with consumers to identify opportunities to improve engagement by applying behavioral science techniques. He then tests and implements new strategies and tactics that drive more efficient and effective communication in the call center, online and through email and text messaging.

Prior to Hawes Group, he served as the Vice President of Product at KG Hawes, 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.



DAWNELL BUELL

Executive Vice President of Healthcare Services, Professional

Dawnell has dedicated her professional life to strategic transformation in the healthcare space with a passion for process improvement. She has helped health systems streamline all aspects of the revenue cycle including patient access, chargemaster, revenue monitoring/charge capture, and denial management. Dawnell has also led system implementations for some of the largest health systems in the nation.

Dawnell holds a BS in Business Administration from Christopher Newport University, an MBA from George Fox University, and maintains affiliations with healthcare organizations nationwide, including HFMA, AHIMA, CHIA, NAMSS, OAHHS, and NAHAM.

LISA KIRK

Vice President Sales, Professional

Lisa has served on the Idaho HFMA chapter board of directors as well as a chapter Treasurer and President. She illustrates her dedication to patient communities by working closely with health systems to provide patients with affordable healthcare financing options.

Lisa holds two degrees from the University of Oregon; a BASc and a BS in Public Relations. She is an alumni member of Gamma Phi Beta and actively volunteers for the SMART reading program.

FOR INQUIRIES

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