



# EMERGENCY DEPARTMENT EFFICIENCIES

**Strategies to Connect Quality and  
Finance in the Emergency Department**

**Friday, April 5**  
**Hilton Garden Inn, Salina**

# OVERVIEW

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It is critically important, now more than ever, for rural hospitals to have a renewed focus on quality and efficiency to stay relevant in this rapidly changing market place. Pressures are being felt in rural areas as the population ages, the number of uninsured rises, budgets tighten and the need to bend the health care cost curve increases. Hospital emergency departments will likely continue to experience rising volumes and pressure to reduce avoidable utilization. The rules and regulations that govern an emergency department can be complex. The penalties for violations of the regulations can be high. Often, risks arise because of unfamiliarity with regulatory requirements as management, physicians and staff try to improve efficiency.

Topics include: Refresher on EMTALA and strategies for improving revenue cycle practices; how to build relationships with patients, partners and the community; as well as tools and ideas on how your hospital can begin to put quality measures and financial initiatives together to make current processes more efficient and improve patient satisfaction.

# AGENDA

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8:30 a.m.	Registration
9:00 a.m.	EMTALA: How to Avoid an Enforcement Emergency
11:00 a.m.	Break
11:15 a.m.	Revenue Cycle and the Emergency Department
11:45 a.m.	Lunch
12:30 p.m.	Engaging Patient, Family and Community
1:15 p.m.	Break
1:30 p.m.	Lean Thinking in the ED
2:30 p.m.	Next Steps
3:00 p.m.	Adjourn

# WHO SHOULD ATTEND

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Emergency Department Staff  
Nursing Staff  
Quality Staff  
Chief Financial Officer

Risk Staff  
Chief Nursing Officer/Director of Nursing  
Registration Staff  
Business Office Staff

# INFORMATION

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## Presenter - Julie Roth

Julie Roth helps health care providers through a variety of transactional and regulatory matters. Roth represents large health systems, hospitals and physician practices, and counsels clients on the sale, acquisition and development of complex joint ventures. With more than 15 years of experience, Roth regularly helps her clients by negotiating and drafting hospital-physician affiliation documents such as employment, professional service, physician recruitment and clinical comanagement agreements. Additionally, Roth counsels clients on regulatory compliance matters including the Stark Law, the Anti-Kickback Statute, the False Claims Act, HIPAA privacy and security rules, Medicare and Medicaid payment rules, Conditions of Participation, and EMTALA. She has substantial experience with electronic health records, health information technology exchange and has assisted in the development of the Kansas Health Information Technology and Exchange Act, which aligns Kansas law with the HIPAA privacy rules.

Roth assists clients in both civil and criminal fraud audits, investigations and self-disclosures and has handled one of the largest HIPAA breach notifications in Kansas. Roth has previous experience as in-house counsel for a national health care system and as a clinical assistant professor at a major academic medical center. She earned her master's degree in health services administration and is a credentialed registered health information administrator.

## Presenter - Susan Runyan

Susan Runyan started her own consulting firm in October 2016. She primarily assists Critical Access Hospitals with quality improvement activities and programs, along with quality data reporting. Runyan's background includes more than 14 years in hospital risk and quality management. Most recently, she served as program director for the Kansas Healthcare Collaborative. She also has served as a quality improvement project manager for the Kansas Foundation for Medical Care, Inc. Runyan has expertise in teaching Lean and Plan-Study-Do-Act methodologies, as well as other performance/quality improvement training.

She obtained her master's degree in health care leadership from Friends University and a bachelor of science degree in health care administration from Southwestern College. Runyan received her six sigma green belt certificate in health care from Villanova University.

# ACCOMMODATIONS

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This training will be at the Hilton Garden Inn, 3320 S 9th St, Salina, KS 67401. A block of rooms has been reserved for the night of April 4 at the rate of \$109, plus tax. Make your reservation by calling (785) 309-0440 and asking for the KHERF room block to receive the special rate.

# ACKNOWLEDGEMENT

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# REGISTRATION

## Emergency Department Efficiencies: Strategies to Connect Quality and Finance in the ED

**Attire** Business casual attire is suggested for this seminar. The temperature in meeting rooms is somewhat difficult to control; therefore, we recommend you dress in layers to allow for these variances.

**Special Services** The Kansas Hospital Association wishes to ensure that no individual with a disability is excluded or denied services due to the absence of auxiliary aids or services. If you need any of the aids or services identified in the Americans with Disabilities Act, contact Susan Cunningham at (785) 233-7436 or [scunningham@kha-net.org](mailto:scunningham@kha-net.org).

**Registration Fees** A continental breakfast, lunch, refreshments and program materials are included with registration.

**Refund Policy** A full refund will be given for cancellations received in writing by email, fax or mail to KHA by March 29. Registrations may be transferred to another individual at no additional charge.

### Two Easy Ways to Register

Online – <https://registration.kha-net.org> (Visa, American Express, Discover or MasterCard required)  
Mail – Kansas Hospital Association, 215 S.E. 8th Ave., Topeka, Kansas 66603-3906 (payment must be included)



**Registration Fees:  
\$ 40 per person**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Email Address: \_\_\_\_\_

