

Join us for one or more of the **FREE 1.0 HOUR Webinars designed for your front line Patient Access Staff!** Just click on the link to register for one or more of the online seminars.

**January 21, 2010**  
**Noon – 1pm EDT**

**Registration's Link to the UB-04 & The Life of a Bill**  
**Lorraine Schnelle, CPA, BridgeFront**

**Description:** This session is designed for patient access staff and management. We will explore the life of a bill - creation to adjudication. We will dissect a UB-04, explaining the four main sections of the claim form. The information obtained during the patient intake process will be linked to specific form locators on the UB-04.

**CLICK HERE TO REGISTER:** <https://www1.gotomeeting.com/register/647812624>

**February 11, 2010**  
**Noon – 1pm EDT**

**3<sup>rd</sup> Party Payer Reimbursement, Key Performance Indicators, Eliminating the Exceptions**

**Lorraine Schnelle, CPA, BridgeFront**

**Description:** This session is designed for patient access staff and management. As we travel along the Revenue Cycle Interstate, there will be various points where a "toll" must be paid – if we don't have our Revenue Cycle Pass Card in full view. We will discuss these potential revenue cycle delays and how they can be avoided. In addition, we will gain a better understanding of the complexity of reimbursement and its impact on the hospital's financial success.

**CLICK HERE TO REGISTER:** <https://www1.gotomeeting.com/register/156015393>

**March 11, 2010**  
**Noon – 1pm EDT**

**Patient Access Impact on the Revenue Cycle & the "U" in Customer Service**

**Presenter: Lorraine Schnelle, CPA, BridgeFront**

**Description:** This session is designed for patient access staff and management. We will visit Utopia Hospital where the revenue cycle runs like clockwork - the money rolls in! But, what happens when the clock stops running smoothly - point of service collections decrease, incorrect payer information & coordination of benefit assignment increase, and more? We will explore this and discuss customer service competency and what it takes to be an exceptional customer advocate.

**CLICK HERE TO REGISTER:** <https://www1.gotomeeting.com/register/286567352>

**About the Presenter:** As one of the principal co-founders of BridgeFront, Ms. Schnelle is the leading author of all revenue cycle content and driving force behind all course development for the firm. Ms. Schnelle has 25 years of healthcare finance experience, including a directorship in Patient Financial Services for a large West Michigan hospital. She was a manager in the healthcare consulting practice of Ernst & Young and has experience as an independent consultant. Ms. Schnelle has positively impacted cash flow and revenue cycle operations of small, mid and large healthcare organizations.

Ms. Schnelle holds a BBA in Accounting from Iowa State University and is a CPA. Active in HFMA, NAHAM, and AAHAM on the state and national level, Ms. Schnelle is a nationally known author and presenter on revenue cycle learning and leadership. She facilitates national revenue cycle staff and leadership development workshops for HFMA and her article on revenue cycle learning can be found in the September, 2006 edition of the HFM Journal. Ms. Schnelle is an active volunteer, serving on the national HFMA Seminar Faculty Advisory Council, a member of the national NAHAM Education Committee, and as the past president of the Western Michigan Chapter of HFMA.