

SUBJECT TO CHANGE- CHECK BACK FOR UPDATES/ADDITIONS

Sunday October 2, 2011

Session Time	Session Title	Description	Location
1:00p- 5:00p			
	Affiliate User Group- EDI Service User Group	The EDI Services User Group was created in 2005 as a means to share information across all customers who use eCommerce Services for Claim, Remit or Eligibility transactions. The group meets 3 times a year to discuss the EDI Industry, Product Enhancements, Process Improvements and Service related topics. The group also supports customer interaction as way to enhance the sharing of best practices and is a forum for network development both for customers and the EDI Services Team.	
	Affiliate User Group- ETM	The Enterprise Task Management (ETM) User's Group has been formed to create a Network of Centricity Business organizations to : 1. Provide support to our colleagues and share knowledge about Accounts Receivable Management. 2. Create an alliance with GE for product direction and improvement.	
	Affiliate User Group- Patient Scheduling (PSUG)	The Patient Scheduling Users' Group (PSUG) is a group of academically affiliated healthcare organizations that use the Centricity Business - Enterprise-Wide Scheduling (EWS) application. PSUG was created to share new ideas, support each other via a network of experienced support staff, and have greater influence with GEHC regarding the direction of the EWS application enhancements.	
	Affiliate User Group- Training	The Training Users' Group (TUG) is a network of GE Healthcare Systems clients. The intention of the group is to collaborate and share ideas with one another in regards to design, development, and implementation of training programs including evaluation and data quality assurance. In addition, TUG provides a unified, influential voice with regards to educational considerations with GE Knowledge Services.	
6:00- 8:30p	MRUG Early Registration & Cocktail Reception	Cocktail Reception	

Monday October 3, 2011

Session Time	Session Title	Description	Location
7:30a- 9:00a	Breakfast/Vendor Fair		
9:00a- 9:45a			
	Welcome	MRUG Welcome/SNUG Welcome/Host Site Introduction/Vendor Briefs	
9:45a- 10:00a	Break		
10:00a- 11:00a			

<p>Elva Ellen Kowald, Marketing Manager Consumer Health, GE Healthcare and Mark Segal, Director of Government and Industry Affairs, GE Healthcare</p>	<p>The Value of Patient Engagement for Care Delivery Transformation: Meaningful Use, ACOs and PCMH</p>	<p>Patient and family engagement will be a key building block in the transformation of care delivery, particularly in primary care practices managing patient populations with high rates of chronic diseases. Indeed, as patients become true partners in their care — and thus more informed, proactive, and compliant — the ultimate goals of improved outcomes, improved access, and lower costs are more easily achievable. This patient engagement imperative is reinforced by both the Meaningful Use and Accountable Care Organizations (ACO) programs, as well as by the Patient-Centered Medical Home (PCMH) initiative which is expected to be a building block of ACOs and other care transformation programs Yet each of these programs takes a different approach to facilitating engagement, from the detailed criteria of Meaningful Use to the more flexible — approaches used for PCMH and especially ACOs. This session focuses on the synergies between these three programs and on the resulting implications for the future of patient-provider communication, information sharing, and care coordination. It also shows how GE Healthcare IT is working with customers to meet</p>	
<p>11:00a- 11:45a</p>			
<p>Kathy Vetovich, KAV Consulting</p>	<p>ETM Reporting Options</p>	<p>ETM is a powerful tool that provides exceptional workflow opportunities as well as unsurpassed reporting. The reporting side is not always taken advantage of as much as it could be. In this session we will review the different tables in ETM and what types of information is stored in each and how it can be used to build reports. We will also have a discussion about the value of reports and potential future reports such as effectiveness of touches, similar to the PCS Income Analysis.</p>	
<p>Jennifer Cummings, Anodyne Health</p>	<p>Strategies to Radically Expand Visibility while Driving Improved Revenue Cycle Performance and Financial Results</p>	<p>With growing pressure from government regulations, insurance carriers, and competing provider organizations, it is now more important than ever to have actionable information at your fingertips while making decisions about your business. Hear about the ways physician groups all over the country are using Business Intelligence solutions to improve their revenue cycle performance. This session will begin with a review of the most common methodologies that practices are using for accessing data. We will then cover some of the innovative technology that has been introduced to the physician marketplace over the past few years - complete with practical examples of how this technology is driving better financial results.</p>	
<p>Andrew Frost, Product Manager, GE Healthcare</p>	<p>Centricity Business 5.0 New Features Overview</p>	<p>This session will provide users with an overview and demo of Centricity Business 5.0 new features. This release contains features which focus on some of the most important market trends and customer needs. These include "low touch" revenue cycle enhancements to improve patient responsibility collections, connectivity solutions which provide additional value-added workflows with your EMR, amd patient access solutions which simplify the scheduling process, as well as large set of enhancements which cut across the entire product suite.</p>	
<p>11:45a -1:00p</p>	<p>Lunch</p>		
<p>1:00p -1:45p</p>			

Laura Ingersoll, Washington University and Suzie Wright, GEHC	Sched Roundtable	Bring your scheduling questions and discussion points for an informal discussion with your peers.	
Mark Hurley, ACS a Xerox Company	Training the Adult Student	This session is intended to give your training organization a better understanding of the unique issues involved with training the Adult Student. Several presentation and review methods will be discussed and some sample ice-breakers and training aides will be distributed in class.	
Shawn Hill, Service Manager, GE Healthcare	The Essence of Proactive Service	Learn about new service solutions and processes that deliver proactive service, lower your costs and drive better case resolution times. Service leaders will share updates on changes to our support process, new tools that promote proactive service and solution offerings that can help to reduce your total cost of ownership. Attendees will be asked to provide input and help shape our ongoing process of improving service excellence.	
1:45p- 2:30p			
Roze Seale, Practical Data Solutions	Optimizing Financial & Operational Performance with Analytics	PDS will discuss how Best Practice Analytics and Dashboarding can be used to identify and manage "Performance Opportunities." This session will focus on using analytics to answer questions such as: What if you could easily identify issues within your organization which are adversely impacting revenue and profitability?; What if you could quantify the "opportunity costs" of specific patterns or behavior?; What if you could identify the providers with the largest opportunities and immediately begin steps for improvement?; Learn how automation in analytics can assist managers by identifying outliers and providing multiple strategies for collection.	
Jennifer Fischler and Tim Jones, MCW	The value of the ETM QA role	Come see how MCW uses the QA role to manage ETM processes: The role is critical in all areas of ETM, from design, support and build as well as strategic ETM maintenance. The QA is the key decision maker and communicator and tester for the development of new workflows, productivity standards and serving as a liaison between reimbursement and Clinical Information Systems.	
Elva Ellen Kowald, Marketing Manager Consumer Health, GE Healthcare	Leveraging the Power of Content to Drive Greater Engagement through Patient Portals	Patient portals have evolved into much more than simply a channel of communications. Today, they can open up a world of knowledge for patients helping them learn how to manage their health by providing them with relevant information they need, and by reminding them to take action at just the right time. New patient portal tools can also make it easy and efficient for patients to securely send their medical history, vitals, and active symptoms before the clinic visit, so that the time with the provider is maximized. This session will present an overview, as well as use cases and demos, showing how Centricity Patient Online is currently using eForms, Alerts and Reminders, health content, and patient interview tools to engage patients and positively affect outcomes.	
Karla Marsh, Emergency Medicine Physicians	FSC Rule Bank	Coming Soon	
2:30p- 3:00p	Break		
3:00p- 3:45p			

Tammy Kucinskas, GEHC	CB Business Informatics: Integrating Advanced Informatics Reporting into Your Business for Clear and Accurate Decisions	Integrating external data such as budget, and RVUs for advanced reporting of your business. Real scenarios and steps on using Informatics to dig deeper to discover, and resolve issues.	
Lucy DeBruin, GEHC MPV	ICD-10 Discovery Tool Results & Beyond- Custom Object Remediation Coming Soon	Join this session for a presentation by the development team for a broad range of topics centered around the technical challenges of implementing ICD-10 and how GE is prepared to assist you in the effort. Coming Soon	
Monday Night Event	Hosted by MRUG & SNUG Event @ the Harley-Davidson Museum® site		
Tuesday October 4, 2011			
Session Time	Session Title	Description	Location
7:30 - 9:00	Breakfast/Vendor Fair		
9:00a - 10:45a	Open Discussion- Ask Anything	This is an open forum for the membership to ask any question related to GEHC Centricity Business applications, business procedures, policies, etc. and have the entire conference population available to offer suggestions, provide insight, share ideas, and network.	
10:45a- 11:30a			
Mark Hurley, ACS a Xerox Company	How to Speak DBMS in 10 Easy Steps	This session is intended for Non-Technical DBMS or Data Warehouse Report Requesters. It will show 10 easy steps to requesting a Report from the GE Centricity Flowcast Reporting Applications as well as the "danger areas" to be aware of than can cause bad data reports or mis-interpretations. While it is intended to be delivered to Business Office Personnel to aide in "PROPERLY" requesting reports, attendeeed will be given a copy of the Powerpoint Presentation, so they can adapt it as necessary and present it for their own Report Requesters.	
Derek Allen, Network Engineer, GE Healthcare	Understanding the Centricity Business & Centricity Framework Infrastructure	This presentation will describe the various components that make up the infrastructure used by Centricity Business Advanced Web & Centricity Framework, and explain the network traffic flows between those components. It will also cover related topics such as load balancing and encryption.	
John Matson, Beacon	Increasing the ROI on AES though TES	The two traditional uses of the Application Enhancement System (AES) module are 1) delivering on required custom reporting efforts or data extractions and 2) creating minor standalone custom software modules. The AES module can also be leveraged to extend Transaction Editing System (TES) Edit Condition and Edit Action capabilities to cover nearly any conceivable business need. This session will provide examples and technical explanation of exploiting the power of AES from within TES.	
Shawn Alexander and Art Segovia, CureIS	Real-Time Dashboard Reporting	Tired of waiting a day(OR MORE) to obtain your reports out of the data warehouse? Come to this session to find out how one customer is able to obtain real-time data via visual gauges and graphs from GE Centricity Business with DRILL DOWN capabilities to the core data elements in GE. We have accomplished this with readily available tools including Cache and SSRS to make use of your existing I/T investments and reduce third party costs.	

11:30a - 1:00p	Business Lunch and Business Meeting		
1:00p - 1:45p			
Jason Ladner, TeleVox	Engaging Your Patients: How Effective Communication Can Improve Profitability	By understanding the advantages and limitations of the most widely-used patient communication methods, organizations can leverage various patient outreach opportunities to build relationships, save communication costs and increase revenue.	
Andrew Frost, Product Manager, GE Healthcare and Lisa Tarabelli, GEHC	Yearly Release Cycle and CB 5.1 Drivers	Coming Soon	
Nicole Voegel and Alyssa Nike, St Vincent	Working TES edits through Enterprise Task Manager (ETM)	ETM is a tool that provides users with the ability to work edits more efficiently. All possible work actions can be set up on one screen thru the Instruction and Preview panes which increases productivity and quality. ETM is real time which means that the instant an encounter is filed the edits immediately populate the users Task View.	
1:45p- 2:30p			
Susan Mowers, Medical College of Wisconsin	Automating Revenue Capture from Epic to GE CB	MCW will share their process for automating revenue capture from Epic to GE CB. Areas of discussion include enterprise revenue governance structure, charge flow from Epic, mapping of key data elements in Epic to GE CB, translation logic, critical edits, the testing process, charge reconciliation, and change management.	
Kim Bruce, eCommerce	eCommerce	Coming Soon	
Sharon Thornton, MSU-Health Team	5010/ICD-10 Readiness Roundtable	Come share your notes regarding what you've encountered with payors for 5010 and ICD-10 readiness: accomplishments, milestones and issues	
Catherine Moller, Software Account Analyst, GE Healthcare and Michelle Rankin, Principal Software Analyst, GE Healthcare	GE Healthcare eService & Customer Web Portal Tips and Tricks	This presentation will cover various tips and tricks that will be helpful for Centricity Business customers as they learn and transition to the new Siebel eService application and the newly designed Customer Web Portal. These systems are used not only for requesting assistance from GE but also serve as the integration point of our various knowledge areas/databases, training materials and proactive failure notifications.	
2:30p- 3:00p	Break		
3:00p- 3:45p			
Kathy Vetovich, KAV	ETM Inventory Management	This session will focus on the various different ways we have seen companies manage workloads/views. We will discuss inventory management and how organizations keep up with who has what. The distinction between inventory and trending reports will be compared and options for View Management.	
Alex Ludden, Ludden Computer Systems	Doing more with your data	How you can export your data from DBMS to Microsoft SQL Server and benefit from all the amazing tools available in SQL Server to cleanse, report, analyze, and mine your valuable data. Business Intelligence is within your reach!	

Marion Livingstone, Medical College of Wisconsin	Revenue Cycle Management	Managing your accounts receivable is both an art and a science. In this fast-paced session, you will learn how your colleagues approach the professional fee revenue cycle and the management of the follow-up of unpaid accounts receivable. Presenter Marion Livingstone of Medical College of Wisconsin shares her perspectives on such topics as follow-up staffing and workflow structure, most effective technology, steps to manage claims submission process, the most useful industry benchmarks, and staff incentive and rewards programs. The Medical College of Wisconsin was featured as one of the "Top Ten Physician Billing Organizations" in 2009. Come prepared to learn from panelists, but also to share your experiences. Ample time will be devoted to audience interaction.	
Ray Wilson, Software Analyst, GE Healthcare and Rickey Jordan, Test Engineer, GE Healthcare	BAR Adjudication: The Case for Integrated Risk Management	This session will provide an overview of the setup required to enable the use of Enhanced BAR Adjudication, which can help your organization streamline the revenue cycle for risk-based patients. The advantages and benefits of an effective implementation will also be reviewed. The presentation will allow customers to engage in a general discussion of their adjudication needs, along with the challenges of their organizations now and in the future.	
Wednesday October 5, 2011			
Session Time	Session Title	Description	Location
8:00a - 9:00a	Breakfast		
9:00a - 9:45a			
Darcy Keller, Emergency Medicine Physicians	TES Edits	EMP implemented TES in April 2011. This session will review the Edit Groups, Workfiles and Edits created.	
Salena Circo, Product Specialist, GE Healthcare	ETM Workshop	Learn about ETM features that can help you work more efficiently in your follow up process. Selected features available in V4.3 and V5.0 will be demonstrated in terms of setup and benefits that can be achieved with each.	
Melody Frye, MSU	Training Roundtable		
9:45a - 10:15a	Break		
10:15a - 11:00a			
Andrew Frost, Product Manager, GE Healthcare and Simone Puskar, Director of Implementation Operations, GE Healthcare	Connectivity	In this session you will hear about Centricity Business's strategy to enable Best of Breed Revenue Cycle connecting with any EMR. With a focus on workflow, we will demonstrate tangible solutions that connect the newly automated clinical processes with the financial administrative processes. We will also talk about GE's investment in infrastructure and end products to optimize and simplify interoperability.	
Laura Ingersoll, Washington University	Enterprise Dictionaries	With the move to Enterprise Dictionaries in V3.0, came a lot of additional functionality. Dictionary action codes provide useful tools to use in working with dictionaries. We will discuss some of these action codes along with some other tips and tricks made available with Enterprise Dictionaries	

John Wilkins, Medical College of Wisconsin	Building a custom statement using AES	See how MCW maximized the flexibility of AES to create a customized statement program. This program provides the flexibility to design a more patient friendly billing statement display allowing the department of patient services to provide a more satisfactory support experience when working with MCW's patients and other customers. The complexities of the health care billing revenue cycle have been made easy for patients by having access to all of the historical patient financial data in terms of what to include or exclude on the statement. The AES program puts the control of and maintenance to make minor/major changes, if necessary, without meeting with and paying contractors, or using GE support. Thus, changes are made on a much more timely basis and free of charge.	
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