

Track 1: Bank-Driven Revenue Cycle Management



Track Chair: *Devika Kumar, Associate VP, Revenue Cycle Services, QHR LLC, Brentwood, TN*

Over the past two years banks have been harnessing their tremendous transaction processing power to streamline the complex healthcare revenue cycle. New models will unify financial and healthcare transaction processing and deliver permanent savings to healthcare organizations. Yet the pathway is murky. This Track will look at the various approaches being used that will form the next generation of cash management services for healthcare.

Track 2: Electronic / Personal Healthcare Records



Track Chair: *Pamela Matthews, Director, Business Information Systems, HIMSS, Blue Ridge, GA*

As the nation grapples with how to build a digital ecosystem for healthcare records, some banks and financial services firms have been seeking to gain entrance into the clinical messaging arena. MBProject has advanced a model that builds on cash management platforms for healthcare. Other models are emerging too, like the Independent Health Record Bank and card-based programs. This Track will examine this area and host a working group at MBProject focused on bank-driven

electronic healthcare.

Track 3: Value In Health

Track Chair: *Joe Fortuna, MD, Delphi Corp./Automotive Industry Action Group, Troy, MI*

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As consumers begin to choose more of their own healthcare, how can banks help to educate them? If consumers use their HSAs wisely, more money will be left in the bank and this could be a powerful incentive to educate consumers about quality care choices. This new area is being addressed by a new Joint Taskgroup for Value In Health (MBProject and AIAG) and this Track will help to begin a national dialogue that includes the banking stakeholder.

Track 4: Innovations in Consumer-Driven Healthcare



Track Chair: *Kirsten Trusko, Sr. Manager, Financial Services, BearingPoint Inc., Danville, CA*

An explosion of activity in consumer-driven healthcare is heralding a change to a "First Party System" in healthcare - the consumer. New tools are being developed, marketing plans are evolving and other areas are changing how we deliver healthcare. This Track will examine these exciting new trends, and how medical banking areas of practice will play a role in supporting the

new medical consumer.

Track 5: Medical Banking 101



Track Chair: *John Casillas, Chair-Medical Banking Institute/Executive Director-Medical Banking Project, Franklin, TN*

For the novice in medical banking, the nomenclature and concepts can sometimes be overwhelming. This short Track provides a "boot camp" for new entrants in this exciting field, examining six emerging areas of practice and what the future could hold for medical banking and global healthcare.

Track 6: Medical Banking Venture Forum

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Track Chair: *Tobin Arthur, CEO, TransVerio, Seattle, WA*

As the new medical banking segment takes off, access to venture capital is critical. New firms with great ideas have come and gone. In order to stabilize this industry, MBProject has asked the Investment Banking community to get involved. This Track provides access to these funding sources and what they are looking for in firms that need to capitalize their efforts.

Track 7: Repeat Track Programming



Track Chair: *Maureen L. Turo, Chair-Education & Programming Subcommittee, Medical Banking Institute; VP, Healthcare Market Specialist, Mellon Financial Corp, Pittsburgh, PA*

For those who want to attend sessions running concurrently, the President's Council for the Medical Banking Institute has created this Track with selected sessions (based on registrant input).