



Partnering for Success:
Promoting Technology Advancements for the Dental Industry

May 5-8, 2010 – San Diego, CA

Program: Electronic Payment and Remittance Challenges for Payers & Providers

Date: May 7, 2010, 10:15 a.m. to 11:45 a.m.

Moderator: Geoff Guiton

Panel: Greg Kassebaum, John Evans, Paul Cohen,

CEU's: 1.5

Description

In this session, we will review and discuss the challenges that payers, providers and clearing houses will have in transitioning from paper to electronic payments and remittances. In addition, the audience will learn about group, reason and remark code sets that payers are required to use to report payment adjustments in electronic remittance advice transactions.

Objectives

1. Learn how electronic payments and remittances can add efficiencies
2. Understand the challenges of moving to electronic methods and how to conquer them
3. Gain insight into the problems providers are hoping to solve through electronic means
4. Identify claim status category and reason codes.

Moderator:



Geoff Guiton is the director of operations and technology strategy at the Delta Dental Plans Association. He has more than 15 years of healthcare experience in executive leadership and management consulting. Currently his responsibilities include developing and implementing strategies that align Delta Dental with EDI trends in both government and industry. Geoff is also responsible for building relationships and partnerships with various industry constituencies for the purpose of improved and increased electronic transactions. His other responsibilities at the Association include strategic planning and business development. Geoff participates on more than 10 industry workgroups and committees such as WEDI, X12, HL7 and HITSP which are all dedicated to improving the interoperability of healthcare transactions.

Speakers:



Greg Kassebaum is vice president of product management for OptumHealth Financial Services, which specializes in financial solutions for the health care industry. His expertise includes payer and provider payment solutions for the dental, medical and workers' compensation segments. Greg's experience prior to joining Optum Health encompasses many aspects of financial services – including financial analysis, credit risk management, underwriting, collections and strategy development. He holds a Bachelor of Arts degree in economics from St. Olaf College in Northfield, Minn.



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John Evans MBA is a healthcare strategist with over 13 years of health care information technology research and analysis. Serving as a manager of EDI Services in 2006 for BlueCross BlueShield of South Carolina John established over 100 direct EDI connections and moved 100% of South Carolina Institutions onto electronic funds transfer (EFT). Over 86% of the hospitals in the state are now paperless by auto-posting the electronic remittance advice (ERA). In 2009, nearly 100% of the providers in South Carolina are now paperless. John is a member of the South Carolina HIMSS and is actively involved in the Statewide Health Information Exchange efforts. In 2009 John also won an Emmy Award for his performance in a breast cancer awareness commercial.



Paul Cohen, director of healthcare services, revenue management solutions at edentafi. Paul has been working the healthcare industry since 1979. He spent his first 15 years in healthcare working for Aetna Life & Casualty, all in the large group medical claims environment. In 1987, Paul was one of three Aetna representatives chosen to work with an outside vendor to help increase Aetna's EDI percentages. The opportunity was so successful, a full-time position was created for him back in Middletown, CT and Paul spent his last 7 years at Aetna focused on various EDI initiatives. After leaving Aetna in 1984, Paul remained immersed in healthcare, marketing technologies that focused on automating many of the labor intensive, administrative tasks of healthcare. For the past five years, Paul has devoted his energies exclusively to revenue management opportunities. He has worked with a number of banks, national, regional and community banks, to help promote the advent of medical banking. Paul attributes a lot of his success to the belief "that if you are not servicing the customer, you better be working with someone who is". Paul is a graduate of Loyola University in Chicago, Illinois.