Important reasons why you can’t afford to miss AAHAM’s ANI...

- Attend vibrant educational sessions on career focused topics
- Learn real solutions to day-to-day challenges from industry leaders
- Learn new techniques
- Acquire new skills
- Obtain best practices
- Find out about the latest in products and services available to our industry
- Earn continuing education units (CEUs)
- Connect with colleagues and expand your network
- Find out about important topics impacting healthcare
- Receive affordable and cost-effective education
- Enjoy fantastic networking opportunities

The AAHAM ANI begins with industry-renowned revenue cycle speakers

This year we have three dynamic keynote speakers including Andrew D. Wittman, PhD, on “Get Warrior Tough” and Rik Roberts on “Listen Up, Laugh It Up!” Paul Miller, our Congressional Liaison, will provide the closing session about politics in Washington, entitled “A New Era Begins in Washington: The Art of the Deal.” In addition to these popular keynote sessions, we have over 25 sessions and presenters on four separate healthcare tracks, Revenue Cycle Management, Denials/Revenue Integrity, Leadership/Professional Development and a Bonus track, all designed with your continuing education in mind. As a special additional benefit, there will be a panel discussion on “Single Business Office” (SBO). This will be an open forum to discuss implementation questions and concerns and to share your experiences. The ANI helps you become a more valuable resource to your facility and your colleagues. AAHAM equips you with real solutions and new ideas you can put to use immediately.

Who attends?

- Patient Financial Services Personnel
- Revenue Cycle Professionals
- Medical Billing Professionals
- Access Managers
- Coding Professionals
- Chief Financial Officers
- Supervisors
- Patient Account Managers
- Business Office Personnel
- Medical Office Managers
- Finance Directors
- Compliance Officers
- Consultants
- Coordinators

AAHAM’s ANI offers you an active networking environment

Connect with others and expand your network with ANI events designed to maximize your opportunities for meeting a unique community of professionals who “do what you do.” Enjoy this once a year, unique opportunity to network with colleagues and industry leaders from across the country, share ideas, and learn useful new solutions to your day-to-day challenges. AAHAM social events are an integral part of your learning and networking experience, a catalyst for building relationships in an interactive, fun, and informative atmosphere.

The Rhythm starts in our Exhibit Hall

AAHAM exhibit hall solutions offer the latest array of products and services from vendors dedicated to the revenue cycle profession; this is the fastest, most efficient way to find new partners, products, and services. If it is new or innovative, you will find it in our exhibit hall. Vendors include: software, EDI, billing, receivable management, collections, government reimbursement, information systems, office management, recruitment and staffing, legal services, continuing educations, training, revenue auditing, office forms and supplies, and consulting services. New this year!

A number of events, including the Annual Business Meeting and many of the awards will be held in the exhibit hall to provide greater exposure and involvement between the exhibitors and attendees. Please also note, the Exhibit Hall now opens on Wednesday morning!

AAHAM’s Mission

AAHAM’s mission is to provide education, certification, networking, and advocacy for healthcare revenue cycle professionals.

The American Association of Healthcare Administrative Management (AAHAM) is a national professional association of thirty-two chapters and over 3000 healthcare patient financial services professionals from hospitals, clinics, billing offices, allied vendors, physicians and multi-physician groups. AAHAM members direct the activities of the thousands of people who are employed in the healthcare industry

AAHAM is the preeminent professional organization for revenue cycle professionals and is known for its prestigious certification and educational programs. Advancing the professional development of its members is one of the primary goals of the association. AAHAM actively represents the interests of its members through a comprehensive program of legislative and regulatory monitoring and participation in industry groups such as WEDI, X12, DISA, and NUBC.
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## Schedule at a Glance

### Tuesday, October 17

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00pm</td>
<td>Registration</td>
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### Wednesday, October 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00am</td>
<td>Board Meeting</td>
</tr>
<tr>
<td>10:00am</td>
<td>Exhibit Hall Opens</td>
</tr>
<tr>
<td>12:00pm</td>
<td>Lunch in the Exhibit Hall</td>
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<tr>
<td>1:00pm</td>
<td>Annual Business Meeting in the Exhibit Hall</td>
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<tr>
<td>1:15pm</td>
<td>Awards Ceremony in the Exhibit Hall</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Keynote Session</td>
</tr>
<tr>
<td>4:00pm</td>
<td>First Timer &amp; New Member Reception</td>
</tr>
<tr>
<td>5:00pm</td>
<td>Welcome Reception in the Exhibit Hall</td>
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### Thursday, October 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30am</td>
<td>Registration</td>
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<tr>
<td>7:30am</td>
<td>Certification Breakfast</td>
</tr>
<tr>
<td>7:30am</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>9:15am</td>
<td>Keynote Session</td>
</tr>
<tr>
<td>11:00am</td>
<td>Educational Sessions</td>
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<tr>
<td>12:15pm</td>
<td>Lunch in the Exhibit Hall</td>
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<tr>
<td>1:00pm</td>
<td>Awards Ceremony in the Exhibit Hall</td>
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<tr>
<td>1:45pm</td>
<td>Educational Sessions</td>
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<tr>
<td>3:00pm</td>
<td>Educational Sessions</td>
</tr>
<tr>
<td>5:00pm</td>
<td>Networking Reception “Guitars, Cadillacs &amp; Country Music”</td>
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### Friday, October 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30am</td>
<td>Registration</td>
</tr>
<tr>
<td>8:00am</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>9:15am</td>
<td>Educational Sessions</td>
</tr>
<tr>
<td>10:30am</td>
<td>Educational Sessions</td>
</tr>
<tr>
<td>11:30am</td>
<td>Lunch in the Exhibit Hall</td>
</tr>
<tr>
<td>1:00pm</td>
<td>SBO Panel</td>
</tr>
<tr>
<td>2:15pm</td>
<td>Closing Keynote Session</td>
</tr>
</tbody>
</table>
Andrew D. Wittman, PhD

Andrew is the founder of the Mental Toughness Training Center, a leadership consultancy specializing in peak performance, team dynamics, resolving conflict in the workplace and is the author of the book, “Ground Zero Leadership: CEO of You”. He holds a Ph.D. in Theological Studies, is a guest lecturer at Clemson University and co-hosts the radio call-in show “Get Warrior Tough”.

Dr. Wittman a United States Marine Corps infantry combat veteran and a former police officer and federal agent. As a security contractor for the State Department, Andrew taught high-threat diplomatic security to former Navy SEALS, Rangers, and Special Forces. Andrew was the Special Agent in Charge of Nancy Pelosi’s security detail, and Joe Lieberman’s lead advance agent, and he has personally protected Hillary Clinton, King Abdullah of Jordan, Benjamin Netanyahu, of Israel, Sir Elton John and many Fortune 20 CEOs.

Rik Roberts

Rik Roberts spent his youth in Kentucky working on tobacco and horse farms. After earning a degree in communications from Bethany College, Rik worked for Simon & Schuster and joined a nationally touring comedy troupe, then jumped head first into stand-up comedy. He now has over twenty years of headlining experience across the United States and abroad.

Believing the world needs more clean comedy, Rik teaches comedy writing workshops across the country and online through his “School of Laughs.” Rik spends his time off stage writing comedy songs, many are aired daily on SiriusXM radio’s LaughUSA and Blue Collar Radio channels. His love of all things country led to him being featured on CMT’s “20 Greatest Redneck Moments.”

Paul Miller, PLC

Paul Miller is a Founding Partner in the Government Affairs firm, Miller/Wenhold Capitol Strategies, LLC. He has vast experience in the lobbying profession and introduced the first lobbying certificate program designed to help lobbyists keep pace with the profession and its standards. He led the successful fight to bring changes to the electronic filing system for lobbyists to comply with and meet their obligations under federal law and allow the general public an opportunity to view lobbying reports online in real time.

Paul was also instrumental in shaping the debate on lobbying reform in 2006 and 2007. He has been a tireless champion in the fight to protect every citizen’s right to petition his or her government through lobbying activities. Paul has traveled abroad to talk and meet with foreign leaders about their efforts to implement lobbying rules and regulations and has appeared on many national news programs discussing ethics and transparency issues. Paul is the co-founder of the Virginia Small Business Partnership, a statewide policy group focused on the needs of small businesses. Paul currently serves on his alma mater’s Deans Advisory Board at the University of Wisconsin.
Peter Angerhofer  
Mr. Angerhofer is a principal at Colburn Hill Group; he brings operational, strategic and health policy experience to daily operations as well as long-term vision. Prior to forming Colburn Hill, Peter had been part of the original, pre-revenue startup team of eight at Accretive Health. There he helped to develop the company’s operating model, and spent 10 years managing operations. He improved total collections by more than 4% and reduced client costs by more than 20%. Peter’s depth of experience and breadth of vision allows him to move easily from working with line staff on performance improvement to C-suite discussions of strategic imperatives. Prior to Accretive, Peter worked for Deloitte Consulting and CSC/APM, as well as serving in health policy roles on Capitol Hill.

Karlene Dittrich, CBCS, CPC, CPMA  
Ms. Dittrich is the CEO and founder of MedRevenue Solutions, LLC. MedRevenue Solutions provides highly specialized Claims Recovery and Advanced ERISA/PPACA Claims Appeal Services. Karlene is a certified billing and coding specialist (CBCS), (CPC) and certified medical auditor (CPMA) with over 30 years of healthcare management experience that includes various hospital, surgery center and surgical practice settings. Karlene has assisted a variety of healthcare providers nationwide in overturning some of the most challenging claim denials and successfully recovering thousands of dollars considered uncollectible. Karlene is also dedicated to empowering and educating healthcare providers nationwide with relevant State, ERISA and PPACA laws and advanced appeal strategies to help avert the detrimental financial impact of disingenuous insurance company denial tactics. She is a frequent presenter and has authored a variety of revenue cycle related articles.

Chris Esguerra, MD, MBA  
Mr. Esguerra is Medical Director at Magellan Health. His experience includes integration of Medicare and Medicaid, Medicare compliance and operations, integration of physical and behavioral health, integrating levels of care through establishment of a care continuum and care coordination, addressing psychosocial determinants of health, developing alternative payment models, optimizing clinical care, and managed long term supports and services. He attended the University of Southern California for both an undergraduate degree and medical school, completed his residency in Psychiatry at San Mateo County Behavioral Health and Recovery Services Psychiatry Residency Training Program and received his MBA in business management from the University of Massachusetts at Amherst.

Brian Garver  
Mr. Garver is Vice President of Sales and Marketing at KeyBridge Medical Revenue Care. He has over 20 years of sales, marketing and leadership experience. In his role at KeyBridge, his seasoned, cross-functional expertise is a critical asset when building long-term, results driven partnerships with both current and prospective clients. He is a frequent speaker about the patient experience and how the revenue cycle plays a large, connected role in overall patient satisfaction.

Kristin Greenstreet  
Ms. Greenstreet is Managing Director, Revenue Cycle Consulting at Navigant Consulting, Inc. She has extensive experience in the management and the completion of revenue cycle improvement initiatives including financial and operational assessments, prioritization of strategic revenue cycle initiatives, and process/tool implementation. Ms. Greenstreet’s experience spans acute, physician practice and post-acute services. As a black belt in Lean Sigma, Ms. Greenstreet also focuses on the strategic design and implementation of leading practice models that encompass improved efficiency, financial performance and customer satisfaction. Ms. Greenstreet also has extensive project management office experience with large health systems and has served as the leader for the design and implementation of shared service models, mergers/acquisitions, ICD-10, and the impact of upcoming reform on revenue cycle approaches.

Jeffrey D. Johnson  
Mr. Johnson is the Chief Marketing Officer at The Hawes Group. Jeff has more than two decades of experience working in accounts receivable with healthcare organizations and is a nationally acclaimed motivational trainer, speaker, and facilitator. Prior to joining the Hawes Group, Jeff spent 10 years as the manager of client relations for Columbia Ultimate Business Systems and served as a director of the International Division of the Franklin Covey Leadership Center, where he worked with many Fortune 500 companies to improve internal processes through pinpoint training. Jeff is a certified 7-Habits Trainer, and active participant in many professional organizations.

Richard Jolly, PhD, MBA  
Mr. Jolly is Vice President of Data Science at The Hawes Group. He bridges technical abilities with business acumen while weaving in the unique perspectives of complexity science. Rich has a strong history of accomplishments in technology and accounts receivable businesses. He has written “Systems Thinking for Business” 5) to bring the methods of complexity science to business managers. He has been first author on 8 peer reviewed journal articles and presented at 3 peer reviewed technical conferences. Rich has also been awarded the Intel Achievement Award, one of the company’s top honors.
General Session Speakers

Sandra Jovanovic
Ms. Jovanovic is Senior Manager of Talent Innovation at Medix. She leads the division within Medix responsible for developing, delivering and driving innovative strategies. She uses her previous experience from higher education and international marketing to develop programs and workforce solutions to better align the network of talent and clients Medix partners with.

Suzanne Lestina, FHMA, CPC
Ms. Lestina is Vice President of Revenue Cycle Innovation at AvadyneHealth. Suzanne engages health system audiences with forward-thinking concepts, strategies and trends in revenue cycle management and patient financial experience.

In her role at AvadyneHealth, she analyzes and advises hospitals in transforming their revenue cycle, using innovative processes, software and outsources services, to achieve positive financial outcomes and improvements in overall patient financial experience.

As a professionally trained speaker, her messages will inspire you to transform your organization. Prior to joining AvadyneHealth, Suzanne was HFMA’s Director of Revenue Cycle. She advised the industry on revenue cycle performance improvement and was the MAP product line expert. She is a frequent industry and has held various operational leadership roles in the Chicago area as well as revenue cycle consulting on a national basis. She has a bachelor’s degree in organizational management from Concordia College.

Richard Lovich, Esquire
Mr. Lovich is a partner and Managing Litigation Attorney at the law firm of Stephenson, Acquisto & Colman. Mr. Lovich has 33 years of litigation experience including 15 years as the Chief Trial Lawyer and Managing Attorney for the Los Angeles law offices of two of the country’s largest insurance companies. He holds a “Preeminent A-V” rating, granted by Martindale-Hubbell, and has been named a “Southern California Super Lawyer” and as a “Top Rated Lawyer-Healthcare” in “Corporate Counsel” and “The American Lawyer” magazines. In addition he was named to the “Nation’s Top One Percent of Attorneys” by the National Association of Distinguished Counsel. As a National Institute for Trial Advocacy (NITA) Certified Trial Advocacy Instructor, Rich has been responsible for the development, implementation, and presentation of national trial advocacy training programs and has served on national legal audit teams auditing both financial and litigation management requirements for one of the world’s largest insurance companies. Mr. Lovich serves as National Legal Counsel to the American Association of Healthcare Administrative Management (AAHAM). In that capacity he testified before the United States Senate Committee on Commerce, Science, and Transportation advocating on behalf of the healthcare industry for reform of the Telephone Consumer Protection Act.

Mark Mathia, MBA
Mr. Mathia is Chief Marketing Officer for Signature Performance, a healthcare services organization headquartered in Omaha, Nebraska. Mr. Mathia is a veteran of the healthcare industry with over 23 years of experience. He is responsible for spearheading creative marketing campaigns and promoting the firm’s services. He also is responsible for training, speaking and sharing ideas on a variety of subjects including vision, leadership, coaching, business strategy, and customer service. Mark has learned the art of building motivated, highly engaged teams and has often shared his insights at retreats, conferences, and community events.

Kevin McDaniel, CPC, CPL
Mr. McDaniel is the Chief Strategist with WindRiver Strategies, an Executive Coaching and Leadership Development firm in Atlanta. He is a graduate of the University of Georgia and has trained with multiple coaching institutes. His clients achieve breakthroughs in mindset, relationships, roles and results while enhancing morale, creativity and performance. He is a frequent speaker from Nairobi to Eastern Europe and coast to coast in the United States and has provided executive coaching, leadership development and team training to organizations worldwide. Before starting WindRiver Strategies, Kevin worked in healthcare as Executive Director with EthosPartners Healthcare and Navigant Consulting where he oversaw sales, client services and operations for the Business Intelligence Division.

Sarah Mendiola, Esquire, LPN, CPC
Ms. Mendiola is a Senior Associate and Director of Clinical Services for the Baltimore, Maryland law firm of Fotheringill & Wade, LLC, and denial Defense Company of Washington & West, LLC. She has extensive experience overturning various Medicare, Medicaid, and commercial plan denials. Sarah has a comprehensive understanding of the Medicare appeals process; she has successfully represented numerous clients at Administrative Law Judge hearings and has obtained favorable results for claim denials from Zone Program Integrity Contractor (ZPIC) audits. She has also represented Maryland providers at administrative hearings for claim denials by Maryland Medicaid and is intimately familiar with the myriad issues surrounding commercial claims as well. She is also a Licensed Practical Nurse (LPN) in the State of Maryland and is certified as a Certified Professional Coder (CPC). Sarah is admitted to the Maryland Bar and is a member of the American Bar Association.

Lori Peterson, BS, MA
Ms. Peterson is CEO of Collaborative Consulting. Lori’s 25 years of experience in the healthcare industry, her background in psychology and organizational development and her deep understanding of the dynamics of change, position her to engage and lead clients to sustainable transformation. Lori has extensive experience helping organizations position for growth in a value-based environment. Lori received her Bachelor of Science from Kansas State University in Physiology and her Master of Arts from Sonoma State in Psychology.

Brandon Sherman, CISA, HITRUST, CCSFP
Mr. Sherman is Partner at Frazier & Deeter, LLC. Brandon is a leader within the firm’s Healthcare Industry Services group. He has extensive experience evaluating the design and operating effectiveness of controls in both the business process and IT general control areas throughout the healthcare industry. Prior to joining Frazier & Deeter, Brandon was a Senior Manager with Deloitte’s Advisory practice. Brandon is a HITRUST Certified Common Security Framework Practitioner (CSFP), a Certified Information Systems Auditor (CISA) and is active in the Healthcare IT community through industry groups.
Lisa Smith
Ms. Smith is Vice President of Operations at HealthFirst Financial. Lisa has extensive experience in process improvement, project management and behavioral change management after serving 27 years in justice and government services. She is known for her leadership and for bringing Medicaid reimbursement funding to the juvenile justice system and to mental health services in both Missouri and Oregon. She is a frequent speaker at both local and national conferences regarding organizational change and cognitive behavioral interventions and is certified in Basic, Intermediate and Advanced Lean Applications. Lisa earned a Master’s in Business Administration and dual Bachelor of Arts degrees in Legal Studies and Business Administration from William Woods University.

Tony Spagnolo
Mr. Spagnolo is Revenue Cycle Product Leader at Medix. Tony has been in the staffing and recruiting industry for over 10 years, the majority of which has been spent in healthcare. After helping launch operations for Medix in New Jersey and Pittsburgh, he returned to his home town of Chicago to assume the position of Revenue Cycle Product Leader. In this role he is responsible for establishing strategy and providing guidance for Medix’s Revenue Cycle service offerings.

Tanja Twist, MBA, HCM
Ms. Twist is HCM Director, Patient Business Services at the University of California Los Angeles (UCLA) Health Systems. She has more than 25 years of experience in healthcare revenue cycle management, with a focus on reimbursement and denial management. Ms. Twist has held the position of Director of Patient Financial Services, as well as Overall Operations Officer for large and small hospital facilities, professional providers, and provider groups. She advocates for hospitals and providers nationwide, providing revenue cycle management services supported by a deep knowledge of state-specific issues and unparalleled expertise in Medicare, Medicaid, and commercial reimbursement. Ms. Twist has a bachelor’s degree in business management and a master’s degree in business administration with a certification in healthcare management. Ms. Twist is a nationally recognized speaker on governmental recovery programs, commercial denials and best practices and is actively involved with many healthcare organizations.

Chris Vairo
Mr. Vairo is Chief Revenue Officer at Signature Performance, Inc. a healthcare services organization headquartered in Omaha, Nebraska. Chris has 19 years of healthcare experience working with many of the nation’s most respected organizations, concentrating on revenue cycle solutions. His has a results oriented approach, dedication to customer service and commitment to sales integrity. Mr. Vairo received his Bachelor of Science in Marketing from the University of Nebraska and is actively involved with many healthcare organizations.
Get your CEUs!

Remember, continuing education units (CEUs) are necessary to maintain your AAHAM certifications. Earn two (2) CEUs per educational hour attended. Earn up to 25 AAHAM CEUs at the AAHAM ANI.

Certified industry professionals on average enjoy higher salaries and wages than non-certified individuals. The AAHAM ANI offers the solutions you need to succeed, no matter what your challenge or experience level. With the ANI’s four distinct learning tracks and over 20 sessions, the ANI offers unparalleled education and training to meet every individual’s needs.

Schedule of Events (tentative)

TUESDAY, OCTOBER 17
6:00pm - 8:00pm
Registration

WEDNESDAY, OCTOBER 18
7:30am - 4:30pm
Registration
10:00am - 2:00pm
Exhibit Hall Opens
12:00pm - 1:00pm
Buffet Luncheon in the Exhibit Hall
Enjoy a delicious buffet luncheon while you network and visit our exhibitors.
1:00pm - 2:00pm
Annual Business Meeting and Awards Ceremony
2:00pm - 4:00pm
Awards Ceremony and Opening Keynote Session
Keynote Speaker: Andrew Whitman
“Get Warrior Tough”
Discover the easy and effective way to gain the mental edge you need, and develop a level of resilience and toughness rarely seen by civilians. Imagine a sniper; perched in a mountain pass in Afghanistan, completing the mission means saving the lives of hundreds, the pressure is unbelievable. Success or failure rests solely on the sniper’s shoulders. Now, imagine having the same confidence, clarity, focus and control, as the sniper in overcoming any obstacle in your own career, business, or personal life.

This fascinating keynote session will help you: Acquire the confidence and laser-focused concentration used by Spec Ops Snipers and elite performers.

Learn why you must have 100% clarity and the reason most people succumb to weakness.

Build a kit of Mental Toughness tools to help you come out on top in any situation regardless of circumstance.

Learn the secrets that elite warriors use to propel their performance and achieve their goals.

4:00pm - 5:00pm
First Timer and New Member Reception
All new members and first-time ANI attendees are invited to join the AAHAM Board of Directors at a special networking reception in your honor.

THURSDAY, OCTOBER 19
7:30am - 4:30pm
Registration

7:30am - 8:45am
CRCE and CRCP Certification Breakfast and Certification Awards Presentation
All AAHAM CRCE and CRCP certified members are invited to join us as we recognize our newly certified CRCE and CRCP members and bestow special achievement awards. This breakfast is open to CRCEs and CRCPs only.

7:30am - 8:45am
Morning Break in the Exhibit Hall
Start your day off right with a light break while you visit with our exhibitors.

9:15am - 10:45am
Keynote Session
Keynote Speaker: Rik Roberts
“Listen Up, Laugh it Up!”
Did you know that laughter is a key component to success? In both the workplace and at home, a good laugh goes a long way. Laughter causes oxygen levels in the blood increase and your brain becomes fully engaged! Explore how we can better listen to customers, co-workers and clients. Too often, we listen just waiting to interrupt with our answers and show off what we know. Learn to listen to hear instead of listening to respond. Rik will show you how to practice active listening exercises to help change the way you go about “hearing” what your customers say. You will be better equipped to give them the guidance they need by hearing what is “in-between” the words.
11:00am - 12:15pm
**CONCURRENT SESSIONS**

**DENIALS/REVENUE INTEGRITY TRACK**

“The Two Key Aspects of Fighting Clinical Denials: Clinical and Legal Considerations”

Richard Lovich, Esquire, Partner-Managing Attorney of Litigation, Law Offices of Stephenson, Acquistos & Colman

Clinical denials are almost always addressed by reviewing the medical issues; physicians arguing over whether treatment is medically necessary, whether and when the patient becomes stable for transfer or was the care provided at the appropriate level of care. The ultimate resolution of clinical denials can come at arbitration or trial. Ignoring the legal standards that will be applied to clinical denials is ignoring an aspect of the analysis that is equally, and sometimes, more important than the medical analysis. This session will focus on the legal standards applicable to clinical denials, review various standards, discuss when they are applicable and when they are not, and how to determine applicability. Learn about strategies to use to the provider’s advantage through reviews of statutes, exemplar hospital service contracts, and real life examples of how clinical denials have been overturned.

**REVENUE CYCLE MANAGEMENT TRACK**

“Unleashing the Power of Revenue Cycle Performance”

Mark Mathia, MBA, CMO, Signature Performance Inc.

Chris Vairo, Chief Revenue Officer, Signature Performance Inc.

In today’s healthcare world, change seems never ending. Value based reimbursement, physician integration, the Affordable Care Act, and other healthcare initiatives are all shifting the way healthcare organizations manage their revenue cycles. In this session, leading experts will review key strategies the best organizations use to keep their revenue cycle healthy and their staff strong. This proactive and insightful approach to revenue cycle management will blend familiar concepts and emerging practices to help you enhance financial performance, improve processes, and minimize risk. You will leave this session with a solid idea of how to better navigate the highs and lows of change while avoiding any disorienting jolts in your path.

12:15pm - 1:00pm
**Buffet Luncheon in the Exhibit Hall**

Enjoy a delicious buffet luncheon while you network and visit our exhibitors.

1:00pm - 1:45pm
**Awards Ceremony**

1:45pm - 2:45pm
**CONCURRENT SESSIONS**

**DENIALS/REVENUE INTEGRITY TRACK**

“Don’t Manage Your Denials, Tackle Them”

Tanja Twist, MBA, HCM, Director, Patient Business Services, UCLA Health System

Despite the continued focus on denial management, most industry statistics reveal that, on average, providers write off between 3% to 5% of their net revenue to denials every year. These providers are not ignoring their denials, but few have a robust denials management program which tracks and trends denials, but uses the data to identify root causes and takes the corrective action to prevent them from occurring in the future. This session will illustrate a process how providers can effectively decrease the percentage of revenue being written off to denials each year and significantly decrease compliance risks.

**REVENUE CYCLE MANAGEMENT TRACK**

“Wowing Your Patients at the Billing Office: How to Deliver a Superior Patient Experience”

Lisa Smith, Vice President of Operations, HealthFirst Financial

As more patients are feeling the financial burden of high out-of-pocket medical expenses, the billing office is beginning to have greater influence on the overall patient experience. In this presentation, Lisa demonstrates how to deliver the “wow” customer experience to your patients. Through patient-centered goals, best practice scripting, and empowered employees, this presentation outlines the steps on how your billing office can deliver a superior patient experience.

**LEADERSHIP/PROFESSIONAL DEVELOPMENT TRACK**

“The Power of Trust”

Mark Mathia, MBA, CMO, Signature Performance Inc.

This interactive session is designed to teach others to maximize individual and team performance by understanding the power of trust has when it comes to managing and leading teams. Learn how to earn trust, how to keep it and discover statistical evidences that greater trust levels
lead to improved profitability and better patient experiences.

**Bonus Track**

"Creating a Culture of Success to Drive Patient Satisfaction in the Revenue Cycle"

Brian Garver, Vice President of Sales and Marketing, KeyBridge Medical Revenue Care

Patients now have more choices than ever and they can identify substandard customer service in the billing process and communications from a hospital or healthcare provider. One bad patient experience within the revenue cycle can alienate those patients and potentially lose their future business as well as that of their family and friends. Treating patients with dignity and care throughout their entire experience, including the billing cycle, is the fiscally responsible thing to do and should be a priority for every staff member. This session will show you how to create a culture of success at your organization driving higher levels of satisfaction. Your employees have the power to make or break your brand. A deeply embedded culture of success inspires loyalty in employees and motivates people to do the right thing, not just the easy thing.

3:00pm - 4:00pm

**CONCURRENT SESSIONS**

**Denials/Revenue Integrity Track**

"Medicare Advantage, What Hospitals Can Do to Make it Work for Them"

Sarah Mendiola, LPN, CPS, Senior Associate and Director of Clinical Services, Washington & West LLC

In this session, learn how more than 30% of Medicare beneficiaries are enrolled in Medicare Advantage plans of varying kinds, and in some states it is nearly half. Enrollment is growing steadily every year. As the industry continues to change based on the influence of policymakers, we may see more commercialization of federally funded healthcare programs, including Medicare Advantage plans. The rules these plans create and the rules that they have to follow are a hybrid of commercial insurance standards and Medicare regulations, and knowing these rules are key to getting claims paid and denials overturned.

**Revenue Cycle Management Track**

"Transforming Your Revenue Cycle"

Kristin Greenstreet, Managing Director, Revenue Cycle Consulting, Navigant Consulting, Inc.

Healthcare is in the midst of a transformation. The move from volume to value; ICD-9 to ICD-10; and ongoing mergers and acquisitions throughout the country represent just a few of the many industry changes that threaten the financial sustainability of healthcare providers. So what do these shifting dynamics and market forces mean for the revenue cycle? This presentation will focus on the need for change in the revenue cycle and some of the key trends emerging across the country for leading practice revenue cycle models. Information will be shared about the leading practice healthcare models, case studies and industry changes. There will be a focus on the patient experience and the link between improved customer service and improved revenue and reduced costs.

**Leadership/Professional Development Track**

"Combatting Consumerism: Attract, Hire, and Retain Top Revenue Cycle Talent"

Tony Spagnolo, Revenue Cycle Product Leader, Medix

Sandra Jovanovic, Senior Manager of Talent Innovation, Medix

Hiring the right people is essential to remaining competitive in an increasingly consumer-centric healthcare environment. At the same time, reimbursement pressures are forcing organizations to run lean. This means every hire needs to count, employees need to be in the right roles, and management needs to keep them happy. In this presentation, the presenters will help you identify methods to select and retain the right revenue cycle talent, evaluate their “fit” within the organization, and as a result ultimately help you improve revenue cycle performance.
5:00 pm - 7:00 pm  
Network Reception, “Guitars, Cadillacs & Country Music”  
Enjoy southern Nashville hospitality in a fun, relaxed networking atmosphere. Join in the fun and wear your favorite boots, bolo ties, cowboy hats or your special country outfit!

FRIDAY, OCTOBER 20

7:30am - 12:00pm  
Registration

8:00am - 9:00am  
Morning Break in the Exhibit Hall  
Start your day off right with a light break while you visit with our exhibitors.

9:15am - 10:15am  
CONCURRENT SESSIONS

DENIALS/REVENUE INTEGRITY TRACK  
“Turn Denials into Dollars”  
Karlene Dittrich, CBCS, CPC, CFMA, Certified ERISA Claims Appeal Specialist, MedRevenue Solutions, LLC

In a rapidly changing reimbursement environment impacted by governmental cuts, higher patient responsibilities and other financial challenges, protecting the bottom line has never been more vital or challenging! It is imperative that healthcare providers become equipped with relevant laws and payer compliance requirements to avert the detrimental impact of unfair and covert claim denial tactics. This session will show how to effectively respond to surreptitious payer audit demands, claim denial tactics and recoupments. Learn about valuable provider rights, relevant laws, payor compliance requirements and other advanced denial management strategies that help strengthen your appeal process. Laws covered in this session can also be used to leverage contract negotiations and effectively address those contract provisions most challenging to the bottom line.

REVENUE CYCLE MANAGEMENT TRACK  
“Behaviors that Improve Patient Access: A Data Scientist’s Perspective”  
Jeffery D. Johnson, Chief Marketing Officer, The Hawes Group

Richard Jolly, PhD, MBA, Vice President of Data Science, The Hawes Group

Learn about key points of the patient access financial experience from a combination of healthcare financial management and data science experiences. How critical is each data element? What impact does the capture of each data element have on the probability of your organization seeing payment? What front end staff behaviors are associated with better patient engagement and greater financial success? These questions and others will be addressed during this dynamic, interactive and informative presentation. The presenters will examine systems you may already have in place, and show how a few minor adjustments can dramatically improve both the overall patient experience and the efficiency of your patient access resulting in increased patient satisfaction and improved revenue cycle management.

10:30am - 11:30am  
CONCURRENT SESSIONS

DENIALS/REVENUE INTEGRITY TRACK  
“The Latest Developments in Healthcare Data Security and Compliance: Why Should You Care”  
Brandon Sherman, CISA, HITRUST CC-CFP, Partner, Frazier & Deeter, LLC

This session will cover the following developments and considerations as it relates to healthcare data security & compliance: Legalization (Trump Administration, HHS, Omnibus, HIPAA, HITECH, Technology (Cybersecurity, Interoperability, Ransomware), Business Associates and Third Party Stakeholders (Vendor Questionnaires, HITRUST, SOC reports)Best practices and lessons learned in managing these risks and how to use security and compliance as a marketing tool will also be covered.

REVENUE CYCLE MANAGEMENT TRACK  
“Collecting Low Balances, Squeezing the Toothpaste Tube”  
Peter Angerhofer, Principal, Colburn Hill Group

Difficulties in recruiting and managing expert PFS staff, combined with a focus on the highest ROI opportunities, have meant most hospitals have underinvested in working low balance claims. The result is as much as 1% of net revenue goes uncollected. This session will help you understand how there can be a positive ROI to working these claims and the use of technology to give the investment one of the highest returns of any opportunity in your organization.
**Leadership/Professional Development Track**

*“Systems Leadership in Action”*

Lori Peterson, BS, MA, CEO, Collaborative Consulting  
Chris Esguerra, MD, MBA, Medical Director, Magellan Health  
The healthcare system is in transition from more is better to better is better, from patient to population and from organizational incentive to system incentive. A new kind of leadership is essential in this transition. Working in this transitional space demands a depth of knowledge across the full care continuum as well as careful attention to the why and how change is activated and sustained within an organization, as well as amongst a network of organizations. This will require an engagement style characterized by influence versus control, a leadership approach, and a mindset that is more system oriented. This presentation explores the emerging trends that call for a system leader, the capabilities of such a leader, and a case example of system leadership in action.

**Bonus Track**  
*“Medicare Advantage, What Hospitals Can do to Make it Work for Them”*

Sarah Mendiola, LPN, CPS, Senior Associate and Director of Clinical Services, Washington & West LLC  
In this session, learn how more than 30% of Medicare beneficiaries are enrolled in Medicare Advantage plans of varying kinds, and in some states it is nearly half. Enrollment is growing steadily every year. As the industry continues to change based on the influence of policymakers, we may see more commercialization of federally funded healthcare programs, including Medicare Advantage plans. The rules these plans create and the rules that they have to follow are a hybrid of commercial insurance standards and Medicare regulations, and knowing these rules are key to getting claims paid and denials overturned.

11:30pm - 1:00pm  
**Buffet Luncheon in the Exhibit Hall**  
Enjoy a delicious buffet luncheon while you network and visit our exhibitors.

1:00pm - 2:15pm  
**SBO Panel**  
Suzanne Lestina, FHFMA, CPC, Vice President, Revenue Cycle Innovation, Avadyne Health, moderator  
The increasing influence of consumerism has challenged health systems to reduce revenue cycle process variation. Revenue cycle consolidation has become a key factor in the development of new healthcare business models. The Consolidated Business Office (CBO) revenue cycle model combines corporate services support, shared services, and management services for the hospital provider and includes the physician business office. Whether referred to as a “Single Business Office” (SBO), Centralized Business Office (CBO), or Consolidated Business Office (CBO), the strategies and needs for providers can differ greatly. This moderated panel includes individuals from organizations in various stages of the consolidation process and will provide strategies and lessons learned from their experience.

2:15pm - 3:15pm  
**Closing Keynote Session**  
*“A New Era Begins in Washington: The Art of the Deal”*

Paul Miller, PLC, Miller/Wenhold Capitol Strategies, LLC  
For the first time in our history, we have a new kind of president. For the first time, we have a businessman in the White House, which not only changed the dynamics of the 2016 campaign, but is changing how Washington works. These changes are something those in the healthcare sector need to pay close attention to. Changing policy has been at a standstill due to the partisan fighting. With a Trump Administration we are seeing a rapid pace at which the President wants to move and that requires those in the healthcare sector to have an “all hands on deck” approach. This presentation will share with you how Washington is changing and the impact on the healthcare sector. This insider look will give you a roadmap on how to avoid the pitfalls as policy and politics become more intertwined.
Nashville, Tennessee, “Music City”

Rated as one of the top 50 best places to travel by “Travel and Leisure” magazine, Nashville has a host of unique attractions, including the Country Music Hall of Fame and Museum, The Frist Center for the Visual Arts, the Grand Ole Opry, the Hermitage: Home of President Andrew Jackson, Cheekwood, Belle Meade Plantation, Ryman Auditorium, and the Schermerhorn Symphony Center.

Nashville never sleeps. You can hear great music 24/7, 365 days a year. You’ll catch star-dusted pickers and songwriters all over town, in places like the bluegrass venue Station Inn, the rockin’ Exit/In, or the song-centered Bluebird Cafe. Of course, the ultimate country venue is the Grand Ole Opry House, where legends and current stars perform on the nation’s longest-running live radio program (broadcasted from the Opryland Resort).

There is lots of shopping, the hotel has over 8 stores right on the property. Take a shuttle downtown or hop on over to the nearby Opry Mills outlet mall, filled with 200+ stores including Saks Fifth Avenue OFF 5TH, Forever 21, J.Crew Factory Store, Vera Bradley Outlet, Bass Pro Shops Outdoor World, and more.

Nashville’s palate offers everything from Southern fare (barbeque and hot chicken) to haute cuisine with quite literally everything in between. Whether it’s a family-friendly meal, dinner and a show, or a romantic night out, the city’s restaurants serve every dish with a side of Southern hospitality.

With its charming mix of musical, historical, and cultural flavors, Nashville is truly a city for all seasons and styles. Nashville’s promise is to provide the ultimate musical entertainment experience celebrated throughout our diverse cultural and entertainment offerings. So whether it’s listening to live music, soaking in the art scene, exploring history, or simply relaxing, you’ll find many ways to enjoy Music City and discover why music calls us home.

Visit these websites for more information:
- www.marriott.com/gaylordopryland
- www.visitmusiccity.com
- www.countrymusichalloffame.org
- www.fristcenter.org
- www.opry.com
- www.thehermitage.com
- www.bellemeadeplantation.com
- www.ryman.com
- www.bluebirdcafe.com
- www.wnfl.com/predators
- www.titansonline.com
- www.biscuitlove.com
- www.princeshotchicken.com
- www.simon.com/mall/opry-mills

Gaylord Opryland Resort

Experience the finest in Southern hospitality at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. The beautiful Gaylord Opryland hotel offers you an unforgettable getaway with all the excitement and energy of Music City, even a recording studio. Located only 10 minutes from the airport and featuring an extraordinary selection of dining, shopping, recreational activities and entertainment all under one spectacular roof! It’s a city within a city and there’s never a shortage of things to do at the resort. After a long day of sessions, unwind at the Relâche Spa & Salon, practice your swing at Gaylord Springs Golf Links or make a splash at one of the many pools, hit the gym or explore the beauty of over nine acres of lush, indoor gardens and cascading waterfalls.

Weather and Attire:

Temperatures range around the mid-70. Suggested dress for the conference and networking events is business casual. Attire for the Thursday networking reception, “Guitars, Cadillacs & Country Music is casual; join in the fun and wear your boots, cowboy hats or your favorite country outfit.

Special Events

Welcome Reception and Opening of the Exhibit Hall

Start the ANI off right at the welcome reception and celebrate the grand opening of the AAHAM exhibit hall, Wednesday, October 18. Enjoy entertainment, cocktails, and appetizers while you mingle with friends, make new acquaintances and network with colleagues while you tour exhibit booths offering the latest in products and services.

Networking Reception, “Guitars, Cadillacs & Country Music”

Enjoy southern Nashville hospitality in a fun, networking atmosphere on Thursday, October 19. Wear your favorite boots, cowboy hats or your special country outfit and join in the fun!
## Catch the Rhythm with these ANI Exhibitors (to date)

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CONCURRENT SESSIONS
Pre-registration for all concurrent sessions is required as seating is limited. Please rank your selections in order of preference 1 = first choice, 2 = second choice, 3 = third choice

Thursday, October 19th  11:00am – 12:15pm
___ The Two Key Aspects of Fighting Clinical Denials: Clinical and Legal Considerations
___ Unleashing the Power of Revenue Cycle Performance
___ Crazy. Simple. Leadership
___ Transforming Your Revenue Cycle

Thursday, October 19th  1:45pm – 2:45pm
___ Don’t Manage Your Denials, Tackle Them
___ Wowing Your Patients at the Billing Office: How to Deliver a Superior Patient Experience
___ The Power of Trust
___ Creating a Culture of Success to Drive Patient Satisfaction in the Revenue Cycle

Friday, October 20th  9:15am – 10:15am
___ Turn Denials into Dollars
___ Behaviors that Improve Patient Access: A Data Scientist’s Perspective
___ Combating Consumerism: Attract, Hire, and Retain Top Revenue Cycle Talent
___ Don’t Manage Your Denials, Tackle Them

Friday, October 20th  10:30am – 11:30am
___ The Latest Developments in Healthcare Data Security and Compliance: Why Should You Care
___ Collecting Low Balances, Squeezing the Toothpaste Tube
___ Systems Leadership in Action
___ Medicare Advantage, What Hospitals Can do to Make it Work for Them

Friday, October 20th  1:00pm – 2:15pm
___ SBO Panel

Friday, October 20th  2:15pm – 3:15pm

Please check: ❑ First Time Attendee ❑ CRCE-I ❑ CRCE-P ❑ CRCP-I ❑ CRCP-P ❑ CRCS-I ❑ CRCS-P ❑ CRIP ❑ CCT

How did you hear about the ANI? ❑ Email ❑ LinkedIn ❑ Journal ❑ Social Media ❑ Other

REGISTRATION FEES
Full registration receives one complimentary ticket to all events

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<th>Event Type</th>
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<tr>
<td>By August 3</td>
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<td>By Sept 14</td>
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<td>Sept 29 - Onsite</td>
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Please check: ❑ Wednesday ❑ Thursday ❑ Friday

Total Registration Due $_________

Join today and take the membership rate!

GUEST TICKETS REQUESTED
___ Wednesday Welcome Reception @ $75 each $_________
___ Thursday Break @ $25 each $_________
___ Thursday Luncheon @ $85 each $_________
___ Thursday Guitars, Cadillacs & Country Music @ $125 $_________
___ Friday Break @ $25 each $_________
___ Friday Luncheon @ $85 each $_________

I will receive a complimentary registration if I am (check one):
❑ Executive Committee Member ❑ Committee Chairperson
❑ Past National President ❑ Speaker

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❑ VISA ❑ MasterCard ❑ American Express ❑ Discover

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Name on Card

Signature

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MAIL form to:
AAHAM
P.O. Box 17276, Huntsville, AL 35810
Phone #: 256.852.4490
Online: www.aaham.org
Make Checks Payable to: AAHAM

No Cancellations will be accepted after September 18, 2017. Cancellations prior to this date will be subject to a $100.00 administrative fee. All cancellations must be in writing. Refunds will not be given for no-shows at the conference. If you are unable to attend and have already registered, you may substitute someone in your place for a fee of $100.00. Please submit changes in writing with payment. Registrations will not be processed without payment. The registration rate is determined by date of receipt of payment. You may register online at www.aaham.org.
Confirm your registration will be sent within one week if your registration form is received by September 18, 2017. Please print clearly or type the information. A separate registration form must be submitted for each attendee, but not for accompanying spouse, child, or guest listed on the registration form.

A name badge is required for entrance to all planned educational and social functions and the exhibit hall. Name badges and tickets, including those purchased for spouses and guests, will be included with your registration materials upon arrival.

Membership will be verified for all individuals who pay the member registration fee. Please be sure that you are a current member to not delay the processing of your registration.

No cancellations will be accepted after September 18, 2017. Cancellations prior to this date will be subject to a $100.00 administrative fee. All cancellations must be in writing. Refunds will not be given for no-shows at the conference. If you are unable to attend and have already registered, you may substitute someone in your place for a fee of $100.00. Please submit changes in writing with payment. Registrations will not be processed without payment. The early registration rate is determined by date of receipt of payment. We encourage you to register online at www.aaham.org.

Remember, for accuracy and expediency, we encourage you to register online at www.aaham.org.

Remember we offer two easy and convenient ways to register:

1. **Online**: www.aaham.org

2. **Mail**: AAHAM Registration Department  
   C/O Condor Registration Services  
   PO Box 3348  
   Huntsville, AL 35810  
   256.852.4490 phone  
   aaham@condorregistration.net
Mark your calendars

2018 ANI

October 17-19, 2018
Hyatt Regency Coconut Point, Bonita Springs, Florida

2019 ANI

October 9-11, 2019
Caesar’s Palace, Las Vegas, Nevada

2020 ANI

October 21-23, 2020
Sheraton New Orleans, New Orleans, Louisiana