



AAHAM WEBINAR
WEDNESDAY, February 17, 2021
1:30pm - 3:00pm EST

EVERYONE Earns 3 AAHAM CEUs for attending

Join AAHAM, and J. Alex Bacchetti, MBA; Munzoor Shaikh Director, Health Systems and Population Health at West Monroe; and Mark Hines, Director, Product Studio at West Monroe as we present this helpful webinar,

**“Going Digital? The Technology Part is Easy;
Humanizing is Hard”**

Experience beyond an episode is a far more critical driver for why patients or providers choose to engage in a health system. Technology alone cannot help health systems become digital without a frictionless and positive experience. In becoming digital, health systems who focus on operationalizing the human component of digital experiences will emerge as winners. Finding the right approach and path is key to starting a digital journey that has true, financial impact.

Attendees will learn:

- What humanizing technology really mean
- Why technology is often the quick answer that fails (don't blame your IT department)
- How patient and provider experience can improve financials for a system (including RCM)
- How to start an appropriate digital humanization journey for your system

Level of webinar: Basic

Target audience: All levels of Revenue Cycle Staff

About our speakers:

J. Alex Bacchetti, MBA, is an independent consultant and an adjunct faculty member of The Quinlan School of Business at Loyola University-Chicago, teaching marketing and strategic management to healthcare MBA students. Alex's professional experience includes 30 years in both consulting and hospital and health system leadership, in areas including operations, marketing, strategic planning, business development, physician relations, project management, and post-merger integration. He earned his bachelor's degree from the University of Illinois at Urbana-Champaign and an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University.

Munzoor Shaikh is a Senior Director and leads the Health Systems Practice. His key area of focus for Health Systems is Digital Transformation Strategy and Implementation, transformation to value based care using analytics and population health clinical processes, M&A transactions and Patient Access Center transformation. He has supported over 250 due diligence transactions and several dozen post-close mergers/divestitures. Munzoor has more than 20 years of consulting experience in management and technology. Munzoor earned a Master of Business Administration degree from the University of Chicago Booth School of Business and a Bachelor of Science degree in chemical engineering from the University of Illinois.

Mark Hines is Director, Product Studio at West Monroe. Over the course of his career, Mark has developed distinctive expertise in business and technology disciplines that drive digital transformation. These include digital strategy, technical architecture, program management, executive leadership, process engineering, user experience, web strategy, social strategy, content strategy, and marketing automation. He is also an accomplished team leader with a proven track record of facilitating the success of people with whom he works.

This webinar includes a presentation, Q&A period, and handout provided via email. The registration is for one line, if multiple lines are to be used, a separate registration must be submitted. The audio conference format permits an unlimited amount of people to listen in from one phone. Everyone earns CEUS for attending, so feel free to gather up your whole team! You will receive a CEU submission form for yourself and your entire group of listeners with your confirmation.

This webinar costs \$35 for AAHAM National members and \$99 per line for non-AAHAM members. If you are having issues registering, please contact Moayad Zahraiddin at moayad@aaham.org.

Join as a National Member today, registration for this webinar will be included for free!

We apologize but we do not invoice nor accept purchase orders. Registrations must be received on or before February 11, 2021. We are unable to accept registrations after that date

The Friday before the webinar we will email the registrant the confirmation, handouts, dial-in number, passcode and CEU submission form. Reminders will also be sent the week of the webinar. On the program date...it's easy, just call in at the scheduled time and enter your passcode.

*AAHAM...Providing Excellence in the Business of Healthcare
Certification•Compliance •Leadership Development•Networking•Advocacy*



Webinar Registration Form

Please Return to:

AAHAM Webinar Registration
 11240 Waples Mill Road, Suite 200
 Fairfax, VA 22030
 Fax: 703.359.7562
 Email: info@aaham.org

Name _____		Title _____	
Employer Name _____		Email Address _____	
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Upcoming Webinar Schedule and Rates**Topic: Reference Based Pricing Health Plans: How to Recognize and React**

When: WEDNESDAY, January 27, 2021 1:30 PM - 2:30 PM EDT
 Registration Deadline: January 20, 2021 AAHAM CEU's Earned: 2

AAHAM National Member \$35 Non-members \$99

Topic: Auditing for Price Transparency Compliance

When: Wednesday, February 10, 2021 1:30 PM - 2:30 PM EDT
 Registration Deadline: February 2, 2021 AAHAM CEU's Earned: 2

AAHAM National Member \$35 Non-members \$99

Topic: Going Digital? The Technology Part is Easy; Humanizing is Hard

When: WEDNESDAY, February 17, 2021 1:30 PM - 3:00 PM EDT
 Registration Deadline: February 10, 2021 AAHAM CEU's Earned: 3

AAHAM National Member \$35 Non-members \$99

Topic: Beebe HealthCare Internal Collaboration for Preventing and Avoiding Denials

When: WEDNESDAY, March 3, 2021 1:30 PM - 2:30 PM EDT
 Registration Deadline: February 24, 2021 AAHAM CEU's Earned: 2

AAHAM National Member \$35 Non-members \$99

Topic: Conquering Pandemic Losses with AI for RCM

When: WEDNESDAY, March 24, 2021 1:30 PM - 2:30 PM EDT
 Registration Deadline: March 17, 2021 AAHAM CEU's Earned: 2

AAHAM National Member \$35 Non-members \$99

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Check/Money Order (Make Payable to AAHAM)
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Join as a National Member today, and get one webinar registration for free! AAHAM National Membership \$209

Please indicate the date of the webinar you would like to be included with your membership: _____

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Questions? Please call 703.281.4043 x 4
 or email moayad@aaham.org.

Do something today that your future self will thank you for.
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