

# Optimizing Revenue Cycle Performance



**Northern Arizona  
Healthcare**

Northern Arizona Healthcare

# Introductions

- Panelists: Northern Arizona Healthcare
  - Ryan O'Hara, Chief Revenue Officer
  - David White, Chief Nursing Informatics Officer
  - Tiffany Ferguson, System Director Health Management
  - Chris Lininger, Manager Business Intelligence
- Moderator: Cerner
  - Julie Kay, Vice President Revenue Cycle Services

# Northern Arizona Health... Who we are, who we serve



- Non-profit healthcare system, based in Arizona
- Largest healthcare organization in a region of:
  - 50,000 square miles
  - 700,000 lives
- Provides care through two hospitals:
  - Flagstaff Medical Center
  - Verde Valley Medical Center
- Primary & specialty care:
  - Specialty clinics
  - ASCs
  - Cardiovascular
  - Oncology
  - Rehab & Sports Medicine
  - LTC

# Organizational Objectives

1. Patient (and physician) experience
2. Increase revenue while decreasing revenue
3. Decrease cost
4. Collecting the “appropriate” amount

# Panel Discussion

Q&A