"Powering Up Your Call Center’s Performance"

June 10-12, 2020
Renaissance Columbus Downtown Hotel, Columbus, Ohio

"Powering Up" means much more than turning on your computers in your call center. Powering Up is what you can do to enhance your call center’s performance from strategy to operations to communications with others both inside and outside your organization. That is why the theme for our conference this year is "Powering Up Your Call Center’s Performance." This theme runs from our pre-conference sessions “Engaging the C-Suite, Providers and Clinics in the Call Center” and “What’s New in the Call Center Technology Space?” to our Final Session “Had a Problem, Solved a Problem.” By the end of the conference you will be able to take away concrete ideas that will help you be that champion call center and enhance your value to your healthcare organization.

The conference will be held at the Renaissance Columbus Downtown Hotel, across the street from the state capital. Columbus, as the largest city in Ohio, is a thriving, fast growing city with a number of cultural, entertainment and recreational institutions including the Columbus Museum of Art and COSI, Columbus’ dynamic Center of Science and Industry, both located downtown. The Short North and Brewery Districts are within walking distance and German Village, University District and Victorian Village are a short ride away.

The John Glenn Columbus International Airport has a number of non-stop flights available to and from cities around the country. With its location in the heartland of America, Columbus is a one and a half hour flight or a day’s drive from half the country’s population.

The hotel has offered us conference rates of $189 single or double. These rates apply through Tuesday, May 19, 2020, after which reservations will be accepted on a space available basis at the best prevailing rate. You may contact hotel reservations at 877-901-6632. Indicate that you are reserving your room for the Healthcare Call Centers Times Conference. You may also go to our website www.healthcarecallcentertimes.com and click on the link to hotel reservations. Check in time is 4 p.m. and check-out time is noon. The hotel is providing complimentary usage of guest room Internet services.

The early bird conference registration fee (submit by May 1) is $885 per person, for organizations that subscribe to Healthcare Call Center Times. For others, the fee is $1,035. After May 1, the fee is $1,050 per person, for organizations that subscribe to Healthcare Call Center Times. For others the fee is $1,200.

For those also attending our pre-conference workshops, there is a separate added fee of $125 for each workshop. (If you’re not attending the main conference, but are going to one or more of the pre-conference workshops, the fee is $195 for each workshop.)

There are three ways you can register for the conference. You may do so online by simply filling out the registration form on our web site (HealthcareCallCenterTimes.com) and click “Submit.” You can pay with your credit card number or send a check later. You can still Fax your registration to 770-457-4606 or send it via mail to: Healthcare Call Center Times Conference, 1225 Johnson Ferry Road, Suite 560-A, Marietta, GA 30068.

This continuing nursing education activity was approved by the Alabama Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation for 13.5 continuing nursing education contact hours.

So, don’t wait to prepare for this most exciting, upcoming event. Call today for more information or complete the registration form. Call the HMR Publications Group at 770-457-6106 or Richard Cohen, Conference Chairman at 404-377-6131.
2020 Conference Faculty

Brooke Bellamy, Senior Director, Access
The Ohio State University Wexner Medical Center
Columbus, OH

Virginia Burchett, Founder and CEO
VBurchett Consulting, Rockville, MD

Libertie Collins, RN
Quality and Patient Safety Manager
KP OnCall, Kaiser Permanente, San Diego, CA

Kathy Divis, President, Greystone.Net, Atlanta, GA

Jennifer Gingrass, Principal
ECG Management Consultants, Chicago, IL

Beverly Hansen, RN, Nurse Manager
After Hours Program
The Children's Hospital of Philadelphia, Philadelphia, PA

Tracey Kasnic, RN
SVP and Chief Nursing Officer
Confluence Health, Wenatchee, WA

Ian R. Lazarus, President & CEO
Createo Performance Solutions, Del Mar, CA

Betty Lee, Director
Patient Access Sansum Clinic, Santa Barbara, CA

Mitchell Lieber, President
Lieber & Associates, Chicago, IL

Christina Lopez, BJC Contact Center Supervisor
BJC HealthCare, St. Louis, MO

Michael McWilliams, Director of Operations
American Health Connection, Los Angeles, CA

Susan Messer, RN, Director
Call Center Operations–Nurse Advice Line
Envolve Health, St. Louis, MO

Gina Minas, RN, Director of Access
Northwestern Medicine, Chicago, IL

Cyndy Orrys, Senior Director, Access Center
Beaumont Service Center, Southfield, MI

Sangeeta Parekh, Regional Operations Director
Keck Medicine of USC, Alhambra, CA

Kathleen Peterson, Chief Vision Officer
PowerHouse Consulting, Bedford, NH

Nastaciea Robert, Director
Patient Access Service Center
Spectrum Health, Kentwood, MI

Pegi Vaillancourt, RN
Director of Professional Support Services
Sykes Assistance Services, Callander, Ontario

Nancy Van Maren, Senior Vice President Engagement
Center, Envera Health, Richmond, VA

Kevin Waller, Director of Communications
Holzer Health System, Gallipolis, OH

Exhibitors & Sponsors

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The 32nd Annual Conference of Healthcare Call Centers  
June 10-12, 2020  ▪ Renaissance Columbus Downtown Hotel ▪ Columbus, Ohio

REGISTRATION FORM

NAME ________________________________ TITLE ________________________________

ORGANIZATION ____________________________________________________________

ADDRESS _________________________________________________________________

CITY ____________________________ STATE ____________ ZIP ________________

TELEPHONE __________________________ E-Mail ______________________________

☐ VISA/MASTERCARD/AMEX □ CREDIT CARD # __________________________ EXPIRATION DATE ____________

Names and titles others who will be attending from your organization: ____________________________________________________________

SESSION AND TABLE SELECTIONS: For our planning purposes, please indicate how many people will be attending which session or table.

NETWORKING TABLES: 9:45–11:50 a.m. Thursday, June 11. Each attendee can attend one table from 9:45 to 10:45 a.m. and another from 10:50 to 11:50 a.m.

9:45–10:45 a.m.  1. ___  2. ___  3. ___  4. ___  5. ___  6. ___  7. ___  8. ___  9. ___  10. ___

10:50–11:50 a.m.  1. ___  2. ___  3. ___  4. ___  5. ___  6. ___  7. ___  8. ___  9. ___  10. ___

THURSDAY AFTERNOON CONCURRENT SESSIONS:

1:15–2:15 p.m.: Session A ___  1:15–2:15 p.m.: Session B ___  2:30–3:30 p.m.: Session C ___

2:30–3:30 p.m.: Session D ___  3:45–4:45 p.m.: Session E ___  3:45–4:45 p.m.: Session F ___

TYPE OF REGISTRATION: (Please check fee)

☐ EARLY BIRD REGISTRATION

$995—Healthcare Call Center Times Subscriber.

$1035—Non-subscriber.

$1140—Please sign me up for a one-year subscription to Healthcare Call Center Times at the cost of $255. I understand this entitles me to receive the special conference rate of $885.

☐ REGISTRATION FEE (After May 1)

$1050—Healthcare Call Center Times Subscriber.

$1090—Non-subscriber.

$1350—Please sign me up for a one-year subscription to Healthcare Call Center Times at the cost of $255. I understand this entitles me to receive the special conference rate of $1050.

I’m planning to attend Pre-Conference Workshop I. Enclosed is an additional:

[ ] $125 because I am also attending the main conference.

I’m planning to attend Pre-Conference Workshop II. Enclosed is an additional:

[ ] $125 because I am also attending the main conference.

While there is no additional charge for the Wednesday Call Center Tour, we do need to know how many might be coming to this event for our planning purposes.

_______Wednesday Tour of the Call Center at The Ohio State University Wexner Medical Center

NOTE: No refunds for cancellations after May 22. In case of cancellation before that date, all fees will be returned less a processing fee of $100.

Mail Registration Form and Payment to:  Healthcare Call Center Times Conference  
1225 Johnson Ferry Road, Suite 560A, Marietta, Georgia 30068

Registration Forms Can Be Fax ed to 770-457-4606.  
You May Also Register Online at HealthcareCallCenterTimes.com
Wednesday, June 10

Pre-Conference Session I: “Engaging the C-Suite, Providers and Clinics in the Call Center” — 8-10:15 a.m.

Kathy Divis and Tracey Kasnic, RN

The healthcare call center does not exist in a vacuum. It is an integral part of the healthcare landscape, yet in many organizations, the call center has been challenged to effectively communicate its efforts to the C-Suite, providers and clinics. This workshop will give you the tools to do just that. Presenting this workshop are longtime healthcare call center consultant Kathy Divis and healthcare organization C-Suite executive Tracey Kasnic, RN.

Pre-Conference Session II: “What’s New in the Call Center Technology Space?” — 10:45 a.m.–1 p.m.

Mitchell Lieber

It’s a sign of the times—technological change is rapid in many elements of society. The call center world is not immune to this development. This workshop will focus on the changing nature of technology that can impact the call center. What can help call centers today? What will be able to help call centers tomorrow? Part of this workshop will be interactive with attendees being able to share experiences as we learn from each other. Presenting this workshop is longtime healthcare call center consultant Mitchell Lieber.

Lunch: On your own. There are a variety of choices in the hotel and immediate neighborhood.

Tour of the Patient Scheduling Center at The Ohio State University Wexner Medical Center — 2:30-4:30 p.m.

This call center has grown by leaps and bounds over the past four years, moving from a staff of 40 to more than 200 today. Up until this past April, these individuals were housed in four separate locations. The new state-of-the-art call center features an open, airy space with a number of windows, something much appreciated by the staff.

Opening Reception and Exhibits Open — 5-7 p.m.

Come early and enjoy this get together which will enable you to meet your colleagues in a relaxed informal atmosphere.

Sponsored by LVM Systems

Thursday, June 11

Continental Breakfast and Exhibits Open — 7-8 a.m.

Sponsored by STARTEL

Keynote Presentation: “Breakthrough Process Improvement: Looking Beyond the Numbers” — 8-9:15 a.m.

Ian Lazarus

As in all complex businesses, it not just important to "do things right," we must also "do the right things." Opportunities for improvement are everywhere you look, but scarce resources and unreliable data can foil the best of intentions. In this opening session you will be challenged to look at your call center with a new set of eyes, with a focus on finding the most compelling opportunities and employing the most contemporary approaches to improvement, including Lean and Six Sigma. Helping us sort through the challenges of continual process improvement is Ian Lazarus, a veteran healthcare performance improvement consultant with deep experience in the healthcare call center world.

Break and Exhibits Open — 9:15–9:45 a.m.

Sponsored by Revation Systems

Networking Roundtables — 9:45–11:50 a.m.

FIRST HOUR: 9:45–10:45 a.m.
1. Newcomers to Non-Clinical Call Center Management
2. Newcomers to Management of Blended Non-Clinical and Clinical Call Centers
3. Senior Leaders Table (For those who have been in call center leadership for more than five years)
4. Roundtable for Epic Users
5. Behavioral Health and the Call Center
6. Call Centers for Specialty Groups
7. Handling Challenging Employees
8. Nurse Triage Management
9. Making Centralized Scheduling More Efficient
10. Post-discharge communications

SECOND HOUR: 10:50–11:50 a.m.
1. CRM and the Call Center
2. Technology Challenges for Call Center Leaders
3. Moving to an Omni-Channel Contact Center
4. What Metrics Do You Use and Why
5. Employee Engagement: Small to Medium Non-Clinical Call Centers
6. Employee Engagement: Large Non-Clinical Call Centers
7. Employee Engagement: Clinical Call Centers
8. Employee Engagement: Blended Non-Clinical and Clinical Call Centers
9. Pediatric Scheduling
10. Refilling Prescriptions

Lunch: 11:50 a.m.–1 p.m.

Sponsored by LVM Systems

AFTERNOON SESSIONS: 1:15–4:45 p.m.


Cyndy Orrys and Jennifer Gingrass

One of the principal challenges for any healthcare call center director is finding the right talent and training them for their work in the call center. It can be a lot of wasted effort to hire and train employees who then leave after a short time. This session will provide you with ideas and strategies for finding the right people for the right jobs in your call center and training them to become superlative valued staff members. Presenting this session is veteran call center director Cyndy Orrys and longtime healthcare call center consultant Jennifer Gingrass.

Session B: “Focus on TeleHealth: Video Visits, Remote Patient Monitoring and More” — 1:15–2:15 p.m.

Beverly Hansen, RN and Virginia Burchett

According to the American Academy of Ambulatory Care Nursing,
Telehealth is “the delivery, management, and coordination of health services that integrate electronic information and telecommunications technologies to increase access, improve outcomes, and contain or reduce costs of health care.” Video provider visits and remote patient monitoring are central elements within telehealth and have the potential to help remake ambulatory care. Presenting the role of the call center in arranging video physician visits is Beverly Hansen, RN, who manages a pediatric after-hours telephone triage service and Virginia Burchett, a healthcare consultant who is an expert on remote patient monitoring.

Break: 2:15–2:30 p.m.
Sponsored by 1Call, a Division of AMTELCO

Session C: “Doing it Right Every Time: Coaching for Excellence”—2:30–3:30 p.m.
Gina Minas RN and Christina Lopez
One hundred percent—that’s a really hard percentage to accomplish in any customer service endeavor. Yet, in the call center world, with millions and millions of calls to handle each month, doing the right thing every time takes on an outsized importance. That’s because falling too short of this goal can result in large numbers of dissatisfied callers. Helping us gain insight into this all important topic is Gina Minas, RN, a longtime call center director for a leading academic medical center and Christina Lopez, a call center supervisor who is directly responsible for hands on coaching for excellence.

Session D: “Home Sweet Home—Creating and Managing a Work at Home Program”—2:30–3:30 p.m.
Nastaciaec Robert and Michael McWilliams
In the healthcare call center world, going home does not necessarily mean leaving work at the end of one’s shift. Rather, for a growing number of call center professionals, it means working from home, either some of the time or all of the time. For call center leadership, creating and managing a work at home program can be challenging. Helping us navigate this topic is Nastaciaec Robert whose contact center has dramatically ramped up its work at home program in recent years and Michael McWilliams, whose outsource call center operates with a large remote staff.

Break: 3:30–4:30 p.m.

Session E: “Improving Access and Efficiency: Non-Clinical Call Center Services”—3:45–4:45 p.m.
Kevin Waller and Nancy Van Maren
There’s a lot going on these days in operational challenges of non-clinical call center services. Centralized scheduling, virtual front office, marketing call centers, all were created for a reason: they could offer healthcare organizations much more efficient access to their services. Centralized scheduling, for example, has the potential to reduce abandonment rates and hold times and provide superior customer service versus having schedulers working independently within each practice. That efficiency could then, in turn, make it easier for patients to access their providers. However, managing non-clinical call center services can be complex, from staffing to scheduling systems to technology. Helping us tackle this topic is Kevin Waller who is in charge of a centralized scheduling call center for a health system and Nancy Van Maren, who is responsible for the operations of a leading independent healthcare call center.

Session F: “Improving Care: Two Leading Clinical Call Centers Tell Their Story”—3:45–4:45 p.m.
Pegi Vaillancourt, RN and Susan Messer, RN
The core infrastructure of a successful clinical call center is focused on three things: people, processes and systems. Doing one or two of them well is not enough. Doing all three well and the clinical triage call center can work as well as a smooth running engine. Delving into this topic are Pegi Vaillancourt, RN, a longtime nurse triage leader who comes to us from Canada and Susan Messer, RN, who is responsible for the nurse advice line for a major managed care organization.

Friday June 12
Continental Breakfast and Exhibits Open—7–8 a.m.

Keynote Presentation: “The Times They Are a-Changin’”
8–9:15 a.m.
Kathleen Peterson
Change: We all know it’s inevitable and yet many of us resist change. The status quo can seem comfortable and easy, but the status quo is not going to cut it in the fast moving healthcare call center world. We need to be open to change, no matter how hard it is for us. So, how can we navigate change for ourselves and our staff members? How can we navigate change within our own organizations? Presenting this session is Kathleen Peterson, a healthcare call center consultant whose central work over the years has been in change management.

Break and Exhibits Open: 9:15–9:45 a.m.
Sponsored by LVM Systems

Final Session: “Had a Problem, Solved a Problem”
9:45–11:15 a.m.
Brooke Bellamy, Libertie Collins, RN, Betty Lee, and Sangeeta Parekh
One solution at a time—that is one way to gain some clarity regarding problems that arise in directing, managing and supervising a call center operation. This session is going to do just that. Four call center leaders will each share a problem and how they solved that problem. Brooke Bellamy is responsible for the access center in a major academic medical center. Libertie Collins is the quality and safety manager for a large telephone triage service. Betty Lee is the patient access director for a large medical group. Sangeeta Parekh is the leader of an access center in a major academic medical center.