



**Revenue Cycle Management Certificate Program
Program Schedule – Fall 2022**

Module I. The Big Picture: Patient-Centric Revenue Cycle Management

Thursday, September 15, 2022: 8 – 11:30a and 12:30 – 4:00p

Session Ia *Guest Speaker: Laurie Hurwitz, MBA, FHFMA, CRCR,
Sr. Vice President, Revenue Cycle & Managed Care, OSF HealthCare*

Session Ib *Revenue Cycle Management: Organizational Interface & Impact
Cathy Beebe, CSMC, CRCR, CSPR, Director, Payor Services and Support, OSF HealthCare*

Session II: *Understanding the Functional Areas: Roles, Responsibilities, and Interfaces
Dr. Ed Bond, Director, Supply Chain Institute and Professor of Marketing, Bradley University*

Module II. Understanding the Process & Finding the ROI: Identifying Inefficiencies & Opportunities

Thursday, September 22, 2022: 8 – 11:30a and 12:30 – 4:00p

Session I: *Finding the Return on Investment
Cathy Beebe, CSMC, CRCR, CSPR, Director, OSF Payor Services and Support, OSF HealthCare*

Session II: *Cross-Functional Collaboration: Identifying Inefficiencies & Opportunities
Dr. Ed Bond, Director, Supply Chain Institute and Professor of Marketing, Bradley University*

Module III. Building Engagement: Influence, Persuasion & the Strategic Story

Thursday, September 29, 2022: 8 – 11:30a and 12:30 – 4:00p

Session Ia: *Telling the Strategic Story (8:00 – 9:30a)
Dr. Ed Bond, Director, Supply Chain Institute and Professor of Marketing, Bradley University*

Session Ib: *Productive Interpersonal Interactions (9:45a – 11:30p)
Becky Mills, MBA, Associate VP of Marketing, Management & Leadership Instructor, Bradley University*

Session II: *Building Engagement: Leveraging the Influence Style Indicator
Becky Mills, MBA, Associate VP of Marketing, Management & Leadership Instructor, Bradley University*

Module IV. Artificial Intelligence, Automation, and the Patient Experience

Thursday, October 6, 2021: 8 – 11:30a and 12:30 – 4:00p

Session I: *Artificial Intelligence & Automation
Chris Franciskovich, Vice President, Advanced Analytics, OSF HealthCare*

Session II: *Patient Encounters: Patient Access & the Customer Experience
Dr. Mark Brown, Associate Professor of Management & Leadership, Bradley University*



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Module V. Critical Thinking, Problem Solving, & Driving Results

Thursday, October 13, 2021: 8 – 11:30a and 12:30 – 4:00p

Session I. Critical Thinking and Problem Solving

Dr. Larry Weinzimmer, Caterpillar Inc. Professor of Management, Bradley University

Session II. Professional Networks and Organizational Results

Dr. Ed Bond, Director, Supply Chain Institute and Professor of Marketing, Bradley University

Module VI. Organizational Impact Project Presentations & Certification Luncheon

Friday, October 21, 2022: 8:00a – 2:00p

8:00a – 9:30a: Organizational Impact Project Work

9:30a – 12:30p: Organizational Impact Project Presentations

12:30p – 2:00p: Certification Luncheon