

# Webinar Series

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## Patient Centered Approach to Collections

**by:**

**Heather Grover**

Vice President, Product Management – Patient Collections  
Experian Health

Wednesday, October 25, 2017  
1:00 – 2:00

### Program Content

Healthcare providers are walking a tightrope. They're caught between two seemingly conflicting business imperatives: Maximizing patient collections while implementing the patient-friendly processes that keep satisfaction levels high. With the burden of risk and financial responsibility shifting, providers increasingly recognize the need to implement the processes, automation and data optimization practices that address the unique challenges of patient collections.

Today's revenue cycle management processes must include an approach that achieves an optimal balance:

- One that works for patients, protects providers' reputations, and
- Preserves the all-important relationship between both parties

During this session, we'll highlight ways to balance your most important priorities, along with the key criteria needed to achieve the expertise to effectively (and compassionately) collect patients' increasing share of healthcare costs—while saving staff time and expense, and maintaining the patient/provider relationship.

## Presenter

Heather Grover  
Vice President, Product Management – Patient Collections  
Experian Health

Heather joined Experian in 2001, and has held several roles with increasing responsibility in Marketing, Product Management and Strategy. Her focus has been in creation, development and launch of products. She is currently the Vice President, Product Management – Patient Collections for Experian Health based in Costa Mesa, California. Heather is responsible for helping solve client problems through improving existing and launch new product initiatives.

Prior to this role, Heather was VP of Strategy, for Experian Health. She also was responsible for product management of global platforms. She was also the Senior Director of Product Management in the US Fraud and Identity business, responsible for the product management, marketing and business strategy. She also served as a product and marketing manager for credit and collection products. Preceding her tenure at Experian, Heather held product marketing roles at Ingram Micro, Mattel and Dun & Bradstreet Information Publishing.

Heather has a Bachelor's Degree in Business Administration from California State University, Fullerton and a Master's Degree in Business Administration from the University of California, Irvine.

**Who Should Attend:** CEOs, CFOs, COOs, HR VP and Directors, Administrators, Compliance Officers, Risk Managers, DONs, HIM Directors, Billing Office Managers, Patient Access Managers, Revenue Cycle Directors and similar positions.

**Program Fee per site: FREE! (unlimited participants!!!)**

Please register online at:

<https://attendee.gotowebinar.com/register/971059368377757954>

If you have any questions, please call Todd Goforth at (816) 691-5269 or email at [mail](mailto:)

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