
**Revenue Cycle Management Certificate Program
Program Schedule – Fall 2021**

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

Thursday, September 16, 2021: 8 – 11:30a and 12:30 – 4:00p

Session I. Revenue Cycle Management: Organizational Interface & Impact

Jeanne Goche, M.A., J.D., President & CEO, Solutions in Healthcare Management

Session II. Patient Encounters: Patient Access & the Customer Experience

Dr. Mark Brown, Associate Professor of Management & Leadership, Bradley University

Module II. Improving the Process: Identifying Inefficiencies & Opportunities

Thursday, September 23, 2021: 8 – 11:30a and 12:30 – 4:00p

Session Ia: Cross-Functional Collaboration: Identifying Inefficiencies & Opportunities

Dr. Ed Bond, Chair & Associate Professor of Marketing, Bradley University

Session Ib: Leveraging the Numbers: RCM in Budgets & Financial Statements

Jeanne Goche, M.A., J.D., President & CEO, Solutions in Healthcare Management

Session II: Finding the ROI: Data Analytics & MAP Keys

Jeanne Goche, M.A., J.D., President & CEO, Solutions in Healthcare Management

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

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

Session Ia: Telling the Strategic Story (8:00 – 9:30a)

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

Session Ib: Productive Interpersonal Interactions (9:45a – 11:30p)

Becky Mills, MBA, Instructor, Management and Leadership, Bradley University

Session II: Building Engagement: Leveraging the Influence Style Indicator

Becky Mills, MBA, Instructor, Management and Leadership, Bradley University

**Revenue Cycle Management Certificate Program
Program Schedule – Fall 2021**

Module IV. Accounts Management: The Role of Artificial Intelligence & Automation

Thursday, October 7, 2021: 8 – 11:30a and 12:30 – 4:00p

Session I. Payers, Payer Requirements, Submitting Claims

Shawn Steffen, Senior Director, Revenue Cycle, Mercy Medical Center

Session II. Customer Relations and Patient Responsibility for Payment

Shawn Steffen, Senior Director, Revenue Cycle, Mercy Medical Center

Module V. Critical Thinking, Problem Solving, & Networking for Results

Thursday, October 14, 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, Chair and Associate Professor of Marketing, Bradley University

Module VI. Organizational Impact Project Presentations & Certification Luncheon

Thursday, October 21, 2021: 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