

# HURON

WHAT'S RIGHT IN HEALTH CARE®

## From Pressure to Progress

### Revenue Cycle Innovation & Financial Performance Track Agenda

Designed for CFOs and revenue cycle leaders, this track explores revenue innovation, financial performance, reimbursement optimization, and the use of technology and AI to strengthen margin, improve resilience, and drive sustainable growth.

#### Day 1, August 4

7 - 8:30 a.m.	Breakfast and Badge Pick-Up
8:30 - 9:45 a.m.	<b>GENERAL SESSION</b> <b>Conference Kickoff: Welcome and Opening Remarks</b> <b>Keynote: Transforming Lives: The Heart and Soul of Health Care<sup>SM</sup></b> <i>Allison Massari, Top Healthcare Keynote Speaker, Executive Coach, Celebrated Artist, Burn Survivor</i>
9:45 - 10 a.m.	15-Minute Break (Transition to Focused Tracks)
10 a.m. - Noon	<b>STRENGTHENING FINANCIAL PERFORMANCE</b> <b>Welcome and Introductions</b> <b>The Revenue Cycle of the Future</b> <i>This opening session sets the stage for the day by examining the future of revenue cycle management and the evolving financial realities facing healthcare organizations. Participants will explore the trends, innovations, and strategic priorities, shaping the next generation of financial performance.</i> <b>Revenue Cycle Impact on Net Revenue Performance</b> <i>This session examines the interdependencies and coordination required between finance and the revenue cycle to effectively manage and articulate the impact of revenue cycle operations on net revenue performance.</i> <b>Revenue Integrity and Charge Capture Excellence</b> <i>This session explores leading practices in charge capture, revenue integrity, and reimbursement optimization to reduce leakage and support stronger financial outcomes.</i>
Noon - 1 p.m.	Lunch
1 - 2:15 p.m.	<b>ACCELERATING REVENUE INNOVATION</b> <b>AI and Automation in Action</b> <i>This session highlights practical applications of AI and automation that are improving efficiency, reducing administrative burden, and enhancing revenue cycle performance.</i> <b>Personal Productivity in the Age of AI</b> <i>An interactive discussion exploring how leaders are using AI tools to improve productivity, decision-making, and day-to-day effectiveness.</i>
2:15 - 2:30 p.m.	15-Minute Break
2:30 - 4 p.m.	<b>BUILDING THE FUTURE REVENUE CYCLE</b> <b>Client Perspectives: What's Working Now</b> <i>Healthcare leaders share real-world examples of innovation, performance improvement, and transformation across the revenue cycle. Participants will explore lessons learned, emerging practices, and opportunities for future advancement.</i> <b>Peer Exchange and Roundtable Discussions</b> <i>Interactive discussions designed to help participants benchmark progress, exchange ideas, and identify</i>

	<p><i>practical strategies they can bring back to their organizations.</i></p> <p><b>Roundtable Discussion: Turning Strategy into Action</b></p> <p><i>Participants will reflect on their own transformation priorities, identify barriers to progress, and explore practical actions to advance revenue and growth initiatives.</i></p> <p><b>Closing Reflections: What's Next for Revenue Transformation</b></p>
<b>4 - 6 p.m.</b>	<i>Networking Reception in Foyer</i>