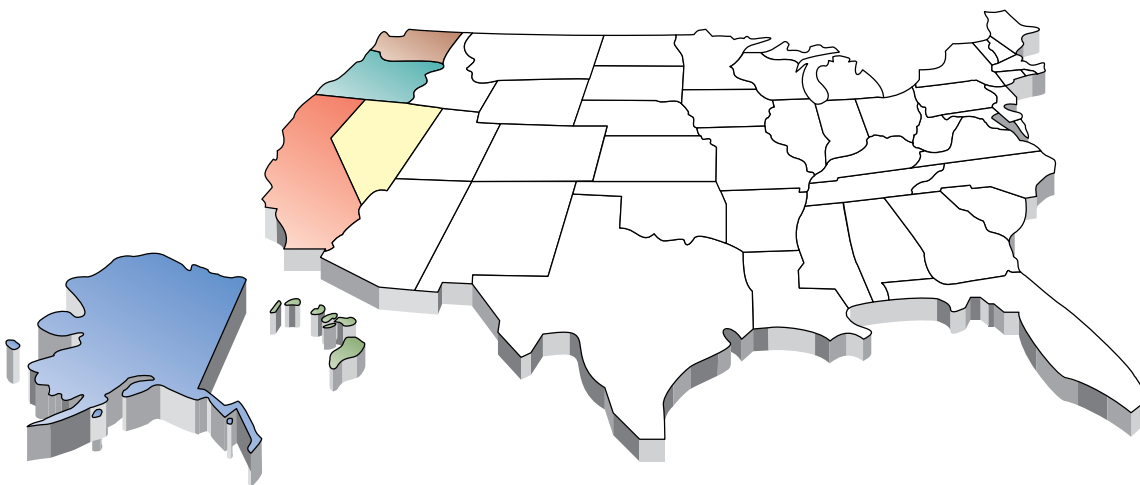


ALVORD

**14th Annual
HFMA Region 11
Healthcare Symposium**

< A E S A R S P A L A C E >

Las Vegas, Nevada, January 29, 2012 – February 1, 2012



Hawaii Alaska Nevada Oregon Washington California

General Information

Highlights

With recent, dramatic healthcare delivery changes — including Value-Based Purchasing, bundled payments, ACOs, increased regulatory oversight, & state healthcare exchange ramp-ups — attending 2012's Region 11 Symposium is more critical than ever! Network with your peers in exciting Las Vegas. Hear our expert speakers and panelists bring updated, evidence-based, real-world solutions to your job / profession. **New for 2012:** No extra charge to attend Sunday breakout sessions, which apply key performance indicators to managed care contracting (maximizing rates and pre-empting competitors), plus specific strategies to work with Program Integrity Contractors. Also new is a full day of certification training to prepare you to take HFMA's CHFP exam (through your own arrangements, even at one of Castle Worldwide's Las Vegas testing sites later that week).

Break out the sunglasses and flip-flops: our Sunday evening reception is themed to our Host Chapter, Hawaii. Dress is casual so wear your favorite Hawaiian shirt.

We are excited to welcome Former Arkansas Governor Mike Huckabee as our Monday morning keynote speaker, for his presentation titled, "America's Health Crisis - Will it Bankrupt Our Future?" Come hear Mike's unique syntheses of up-to-date information based on both his personal and political experiences.

Following Former Governor Huckabee's presentation, listen to our star-studded panel of experts: Ralph Lawson FHFMA CPA, Arthur M. Southam MD MBA MPH, and Mike Wiltermood FACHE, all moderated by HFMA's President and CEO Richard L. Clarke DHA FHFMA. Broadly representing the hospital & health plan industries, our 2012 leadership panel applies its collective knowledge to discuss the future of healthcare and their 2012-2013 positioning strategies to help their organizations stay relevant.

On Tuesday morning, Lee Woodruff, noted author, wife and mother, speaks with grace and humor about her family's experience and how they chose to attack the crisis that befell them, resulting in a life-changing journey of love, healing and miracles for her whole family.

Wednesday morning's featured presenter is Betsy Myers, provocative leadership speaker and author. Betsy shares her belief that prior "command and control" leadership styles have become ineffective, and reveals her core tenets and principles that today's leaders need in order to improve their critical leadership skillsets, especially in today's workforce.

Region 11 Symposium Committee Members 2012

Hawaii

Sue Ann Moriwaki,
Region 11 Symposium
Co-Chair
Tammy Dumlao
Elise Ueoka

Nevada

Pete Sabal
Jason Meyer

Northern California

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Gregg Terreson, FHFMA

Region 11 Executive

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Keith Ridley

Administrative Support

Lori Kuwahara

Hotel Information

Caesars Palace

3570 Las Vegas Boulevard South, Las Vegas, NV 89109
866-277-5944 or www.caesarspalace.com

Group rate: \$159.00 Standard, \$199.00 Forum Tower, \$219.00 Palace or Augustus Tower. Room rates available until Wednesday, **December 28, 2011** or until the hotel is sold out. Our Symposium room block sold out early last year, so make hotel reservations as soon as possible. Book online at <https://resweb.passkey.com/go/SCHFM2> or call 866-227-5944. Tell the booking agent your group code is **SCHFM2** or **HFMA 2012-Region11**. You are responsible for making your own hotel reservations, including changes and cancellations.

If You Have To Cancel

A refund of the registration fee (less a \$100 processing charge) will be granted if cancellation is received by December 31, 2011. NO REFUNDS OR CREDIT will be granted if cancellation is received after December 31, 2011. Substitutions are permitted. Cancellations must be submitted in writing, by fax to (714) 844-9354 or by mail to HFMA Symposium, P.O. Box 18687, Anaheim, CA 92817-8687.

Early Bird Drawing

Register for the Conference by December 21, 2011 and be eligible to win a dinner at the Bradley Ogden restaurant.

Symposium Registration Desk Hours

Sunday, January 29, 2012	11:00am–5:00pm
Monday, January 30, 2012	7:00am–6:00pm
Tuesday, January 31, 2012	7:00am–5:00pm
Wednesday, February 1, 2012	7:30am–9:30am

Trade Faire

Symposium registrants and exhibitors will be able to share valuable ideas and information.

Monday, January 30, 2012	11:30am–1:45pm 5:00pm–6:30pm
Tuesday, January 31, 2012	11:30am–1:30pm

Sponsorship & Exhibit Hall Opportunities

Elise Ueoka at (808) 535-7795

Dress

Business Casual

CPE Credit

Participants should consult their reporting jurisdictions concerning acceptance of individual courses. All HFMA education programs earn points towards HFMA certification and certification maintenance requirements.

Questions

If you have any questions concerning registration, contact the HFMA Symposium Committee at (323) 266-HFMA.

Welcome Reception

Join us on Sunday, January 29, 2012, from 4:30pm-6:30pm! Hawaii is bringing the Spirit of Aloha to Las Vegas. We will enjoy a Hawaiian themed reception with appetizers and drinks provided. Dress is casual. Wear your favorite Hawaiian shirt.

Check Out Our Web Site

www.hfma-region11symposium.org

Schedule at a Glance

New Sunday

New this year, Sunday breakout sessions are included in the conference registration! We have also added a full day of HFMA Certified Healthcare Financial Professional (CHFP) training to the conference offerings. Becoming certified distinguishes you as a leader and role model in the healthcare finance community. It reflects a deep personal commitment and sense of accountability that inspires credibility and confidence in your professional knowledge as well as shows your dedication to high standards in the industry. With this separately priced education, you will participate in an intensive, day-long learning experience and collaborate with peers on micro case studies that deepen your knowledge of healthcare financial management and help you prepare for the CHFP exam.

Track 1	Compliance/Leadership
Track 2	Financial Management
Track 3	Managed Care/Reimbursement
Track 4	Patient Financial Services and Revenue Cycle
Track 5	Critical Access Hospitals
Multi	Multi Track
Track 6	Government Reimbursement

Sunday, January 29, 2012

8:00am–8:30am Registration Desk Open For Certification Training Only

11:00am–5:00pm General Registration Desk Open

8:30am–3:25pm

Certification Training— Learn to solve problems similar to those tested on the CHFP exam. You will practice basic financial management skills that you can use at work and distinguish yourself as a well-educated and skilled financial manager.

Christoph Stauder, FHFMA, Stauder Consulting, LLC

12:30pm–2:00pm

Breakout Sessions

S1: Using Key Performance Indicators to Prepare for Managed Care Contract Re-Negotiation

David Hammer, MBA, MHS, McKesson Provider Technologies

CAH 1: Learning from Sustainable Models in Rural Healthcare

Luke Peterson, Kurt Salmon, and Chris Jones, MBA, Catholic Health Initiatives

2:15pm–4:00pm

Breakout Sessions

S2: The Age of Healthcare Accountability

Dr. Stephen Leb, Executive Health Resources

CAH 2: CAHs in an Environment of Reform

Scott Ekblad, Oregon Health & Science Univ.

4:30pm–6:30pm

Welcome Reception

Monday, January 30, 2012

7:00am–6:00pm

Registration Desk Open

7:00am–7:45am

Continental Breakfast

7:45am–9:45am

Welcome and General Session I: "America's Health Crisis—Will it Bankrupt Our Future?" Mike Huckabee—Mike will present his view of where we have been, where we are headed, and the potential economic and policy implications of the recent governmental decisions on healthcare.

10:00am–11:30am

General Session II: "The Future State" Panel: Ralph Lawson, Arthur Southam, MD and Mike Wiltermoor, moderated by Dr. Clarke—Our panel of experts will discuss their views on the future of healthcare organizations and what it will take to remain successful in today's changing environment.

11:30am–1:45pm

Trade Faire—Luncheon

M1A: The Inevitability of Change: Managing Healthcare Transformation

Lisa Goren, Legacy Health System

M1B: Accounting and Financial Reporting Update

Brian Conner, BA, and Chris Pritchard, Moss Adams LLP

M1C: Playing the Bundled Payment ACE Card

Bill Phillips, FACMC, CHC, GW Univ., Stephen Forney, CPA, FHFMA, FACHE, Lovelace Healthcare

M1D: Engaging Physicians Around Value-Based Accountable Care

Alan Rosenstein, MD, MBA, ValleyCare Health System

CAH 3: Finding Lost Revenue Opportunities in a Critical Access Hospital

Day Egusquiza, AR Systems

1:45pm–3:15pm

M2A: Hospitals: Hot Topics in Compliance

Susan Acquistio, DNP(c), MS, RN, CHC, R.R.C.S., Inc., and Paul DeMuro, CPA, FHFMA, MBA, JD, CHC, FACMPE, Latham & Watkins LLP

M2B: Solutions for Building Stronger Physician—Hospital Alignment

Kate Lovrien, MBA, MHA, Kurt Salmon, and Brandon Robertson, MHA, Centura Health

M2C: Targeting Contracting Success Through Integration and Benchmarking

Scott Burns, ECG Management Consultants, Cecilia Montalvo, Sutter Health

M2D: Inpatient vs. Outpatient Patient Status: Why is it So Hard?

Day Egusquiza, AR Systems

M2E: Are Your Open Medicare Cost Reports Over-Reserved?

Trahan Whitten, BS, MBA, and Scott Yasuda, BS, HFS Consultants

3:30pm–5:00pm

Trade Faire—Evening Reception

5:00pm–6:30pm

Trade Faire—Evening Reception

Tuesday, January 31, 2012

7:00am–5:00pm

Registration Desk Open

7:00am–8:00am

Continental Breakfast

8:00am–9:45am

General Session III: "Life Changes In An Instant" Lee Woodruff—When her husband, ABC's newly-appointed co-anchor Bob Woodruff, was hit by a roadside bomb while covering the war in Iraq, Woodruff's life changed in an instant. Lee recounts her story of a marriage, a family, a crisis and a healing.

10:00am–11:30am

Breakout Sessions

T1A: How to Conduct Stark Audits

Robert Wade, Esq., Krieg DeVault

T1B: CFO Roundtable — How CFOs are Addressing Challenges in Healthcare Finance

Diana Gernhart, FHFMA, Oregon Health & Science Univ., Money Atwal, Hawaii Health System, and Joan Bricher, Cottage Health System

T1C: Using P4P to Flex Your Organization's VBP Muscles

William DeMarco, CMC, MA, Pendulum Healthcare Assoc.; Craig Samitt, MD, Dean Care

T1D: The Patient Experience: 5 Ways to Ensure a Smooth Flight Through the Revenue Cycle

Yvonne Chase, BS, MBA, ACPAR, CHAM, Holly Hiryak, RN, MNSC, CHAM, May Clinic AZ, Yvonne Focke, RN, BSN, MBA, St. Elizabeth Healthcare, Michelle Fox, MBA, MHA, CHAM, Health First, Inc., Tony Lovett, Conifer Health Coord: Erin McCarty

T1E: Medicare Appeals Update 2012: Appeals Development

Robert Oehlman, Healthcare Reimbursement Associates, Paul Crofton, CPA, Division of Hearings and Decisions, and Bernard Talbert, Esq., BlueCross/BlueShield Association

11:30am–1:30pm

Trade Faire—Luncheon

1:30pm–3:00pm

Breakout Sessions

T2A: Revenue Cycle and Compliance Challenges

Laureen Rimmer, RHIA, CPHQ, CHC, and Kathryn Ruggieri, BESLER Consulting

T2B: Accountable Care Organizations: A CMS Update

Betsy Thompson, MD, DrPH, CMS

T2C: The Physician Role in Reimbursement

Wendy Whittington, MD, MMM, Anhelio Healthcare Solutions

T2D: Medi-Cal/Medicaid Managed Care: Successful Practices for Hospitals

Connie Perez, Adreima

CAH 4: Improving Financial Performance in a CAH Setting

Ralph Llewellyn, CPA, CHFP, Eide Bailly LLP

3:15pm–4:45pm

Breakout Sessions

T3A: How Do You Handle Your Government Audits?

Ginny Kim, Hoag Hospital, Rick Lash, Cedars Sinai, and Matt Navigato, Oregon Health Science Univ.

T3B: Guide to Markets 3Q 2011

Darren Smith, BS, and Sophia Gellen, BA, JP Morgan Asset Management

T3C: Achieving Clinical Goals for Maximizing Reimbursement

Linda Corley, BS, MBA, CPC, Xtend Healthcare, and Vanessa Stacks, BS, MHA, Baptist Health System

T3D: Change Preparedness—Be Your Own Revenue Cycle Consultant

Audrey Little, IOIS

CAH 5: Ensuring a Compliant Provider-Based Clinic Implementation

Mark Hollan, FHFMA, Independent Healthcare Consultants, LLP

Wednesday, February 1, 2012

7:30am–9:30am

Registration Desk Open

7:30am–8:00am

Continental Breakfast

8:00am–9:30am

Breakout Sessions

W1A: Recapturing Your Magic

Jeffrey Johnson, BA, Hawes Financial Group

W1B: Getting Strategic About Cost Management

Brian Channon, MBA, Kaufman Hall

W1C: What We Need to Do to Make Healthcare Reform Work

Panelists: Leslie Carter, United-Health Group, Todd Lefkowitz, FACHE, Healthcare Partners of NV, April Martin, CHFP, JD, Universal Healthcare of NV

W1D: ICD-10 Status Check: Are You Going to be Ready?

Gloryanne Bryant, RHIA, CCS, CCDS, Kaiser Permanente

CAH 6: Medicare & Other Regulatory Updates for Critical Access Hospitals

Shar Sheaffer, CPA and Tom Dingus, Dingus, Zarecor & Associates

9:45am–11:00am

General Session IV: "The New Era of Leadership" Betsy Myers—Betsy will share her 3 core beliefs about leadership and her 7 principles that help guide leaders to bring out the productive feelings of self and others.

11:00am

Closing and Hawaii Trip Drawing (must be present to win)

Breakout Session Descriptions

S1: Using Key Performance Indicators to Prepare for Managed Care Contract Re-Negotiation

Session participants will learn about Key Performance Indicators (KPIs) that go beyond profit, A/R days, and denials metrics. They will also learn how to prepare managed care report cards that tilt the balance of power towards the provider.

M1A: The Inevitability of Change: Managing Healthcare Transformation

Healthcare challenges — including increased regulations, new technology, confusing coverage and healthcare reform — make surviving the current realities of the industry an overwhelming proposition. Learn effective techniques to effectively manage change and to compete effectively in this new environment.

M2A: Hospitals: Hot Topics in Compliance

Gain an understanding of the hot button compliance issues and acquire some nuts and bolts expertise on how to address them.

T1A: How to Conduct Stark Audits

Session will include audit tools that can be used when conducting Stark Audits and will focus on how to identify and analyze applicable financial arrangements, the sources of documentation required, and how the audit results should be handled.

T2A: Revenue Cycle and Compliance Challenges

This presentation is focused on Case Management integration with the Revenue Cycle. Challenges include observation billing, tracer methodology, appropriate use of Condition Code 44, medical necessity, utilization management, discharge planning and their effects on both the revenue cycle and hospital finance.

T3A: How Do You Handle Your Government Audits?

Are your ever-increasing numbers of government audits causing sleepless nights? Are you prepared? Hear our panel of experts share their best practices on addressing government audits and how they are positioning themselves for the future.

W1A: Recapturing Your Magic

Daily we use the Magic within each of us to influence the world around us. What happens when this 'Magic' runs low or possibly out? How do you get it back? The answers are addressed within this valuable, hands-on seminar.

CAH 1: Learning from Sustainable Models in Rural Healthcare

The rural setting provides an extreme case for piloting new approaches to care delivery models. Learn how Catholic Health Initiatives has built sustainable rural care models using approaches that are readily transferable toward improving care in suburban and urban settings alike.

M1B: Accounting and Financial Reporting Update

This session will cover accounting and financial reporting developments that most impact health care financial executives, including convergence projects, fair value, charity care, revenue recognition, claims obligations and other accounting standards updates, revisions to the Health Care Accounting Guide, and individual state issues such as CA's Quality Assurance Fee Act.

M2B: Solutions for Building Stronger Physician—Hospital Alignment

Reform has increased the pressure to enhance alignment, accommodate new reimbursement models and better coordinate care. After studying 100 hospitals' alignment, Kurt Salmon developed a set of recognized benefits for stronger alignment and put them to the test at Colorado's largest hospital system.

T1B: CFO Roundtable — How CFOs are Addressing Challenges in Healthcare Finance

With healthcare reform, challenged state budgets and increasing costs, every organization is facing financial challenges. In this session, learn how CFOs throughout the region are addressing these challenges and moving their organizations forward in uncertain times.

T2B: Accountable Care Organizations: A CMS Update

Dr. Thompson will discuss CMS' overall strategy to improve health care quality and reduce costs with a focus on ACOs and other CMS value-based purchasing programs. Learn how to put your organization in a position to make more informed decisions regarding participation in VBP programs.

T3B: Guide to Markets 3Q 2011

As world economies continue to recover from the financial crisis, learn how slowed U.S. economic growth is causing concern about another recession, and how varying rates of expansion in global markets are generating fears of inflation and another debt crisis.

W1B: Getting Strategic About Cost Management

Hospitals and health systems can meet the expense-reduction challenges of the coming years and improve their operating performance ahead of the curve by pursuing both cost management and cost structure improvement initiatives and considering opportunities that may have been previously overlooked.

S2: The Age of Healthcare Accountability

Recently, the Federal government has identified billions of dollars improperly paid through Medicare and Medicaid programs. It is essential for hospitals to understand the roles of each Program Integrity Contractor and how to deal with their findings and both when and how to appeal them if findings are denied.

M1C: Playing the Bundled Payment ACE Card

Presenters will share critical success factors and lessons learned from 2 years of experience with CMS Region VI's Acute Care Episodes (ACE) - based bundled payment demonstration. Attendees will gain competitive advantages in advance of this promising program being expanded to CMS Region IX.

M2C: Targeting Contracting Success Through Integration and Benchmarking

Payment reforms are driving physician/hospital integration initiatives like bundled payments and ACOs. This session will present recent findings of hospital/integrated network clinical integration efforts and a Case Study of how Sutter achieves success in performance benchmarking and implementing contracting refinements.

T1C: Using P4P to Flex Your Organization's VBP Muscles

With current trends toward ACOs and value-based purchasing within bundled payments, this session presents additional reimbursement benefits of contracting via episode treatment groups (ETGs) and a case study of how WI's largest integrated network transitioned to value-based bundled payments.

T2C: The Physician Role in Reimbursement

Physicians who understand the role of clinical documentation in reimbursement, (denials, medical necessity, never events, admission criteria, present on admission) will help their hospitals maximize reimbursement. This presentation will present examples of how to discuss these issues with your physicians.

T3C: Achieving Clinical Goals for Maximizing Reimbursement

Achieving CMS's new reimbursement initiatives requires improvements in how various healthcare organizations integrate their medical, clinical and financial processes. Learn how one health system improved their reimbursement by tackling their inter-organizational communications and respective operations among these diverse constituents.

W1C: What We Need to Do to Make Healthcare Reform Work

In Region 11 Symposium's first roundtable of Managed Care senior executives, participants can ask our multidisciplinary panel "burning issues" about implementing health reform. Other topics planned include ACOs, VBP, competing with State Health Exchanges, Narrow Networks, and Balanced Scorecard initiatives.

CAH 2: CAHs in an Environment of Reform

Critical Access Hospitals must find their niche in the landscape of health care reform, on both the state and national levels. Mr. Ekblad will talk about the issues on the horizon and what rural health care advocates can do to ensure that CAHs remain relevant in caring for their communities.

M1D: Engaging Physicians Around Value-Based Accountable Care

Reform initiatives are placing an increasing burden on providers to demonstrate their ability to deliver appropriate, effective, & high-quality care. Learn how to engage your physicians to help identify opportunities for improvement and develop mutually advantageous strategies that are pivotal for success.

M2D: Inpatient vs. Outpatient Patient Status: Why is it So Hard?

This operational-based class will focus on the key elements of documentation that need to be present to distinguish between the inpatient and observation stay. Lots of education examples for future internal training opportunities will be provided, as well as to expand the roles of utilization review & nursing.

T1D: The Patient Experience: 5 Ways to Ensure a Smooth Flight Through the Revenue Cycle

Clear and accurate communication from the first point of contact is critical to ensure a positive patient experience. Five industry leaders share their Trace tools to document communication with patients. By tracking these exchanges, hospitals can improve the patient experience.

T2D: Medi-Cal/Medicaid Managed Care: Successful Practices for Hospitals

This session will detail the critical factors for hospitals to get paid, with specific action steps to take within each phase of the Revenue Cycle, and interrelationship with both mission and strategic planning. Lessons learned cover over 20 years of the Arizona Medicaid Managed Care experience.

T3D: Change Preparedness—Be Your Own Revenue Cycle Consultant

Change is inevitable. With the implementation of Healthcare Reform, now is the time to change. But you don't need a consultant to tell you that. Eliminate duplicate processes, minimize both consulting dollars and operational costs, and all while maximizing cash flow by becoming your own revenue cycle consultant.

W1D: ICD-10 Status Check: Are You Going to be Ready?

Understanding the readiness phases and steps in the final 2 years prior to go-live will take much effort and coordination for all of healthcare. This session will review the differences between ICD-9 and ICD-10, and review the recommended steps for your organization's readiness.

CAH 3: Finding Lost Revenue Opportunities in a Critical Access Hospital

Popular speaker Day Egusquiza returns to help CAHs both optimize and FIND revenue opportunities using both charge master and charge capture strategies. Ms. Egusquiza also clarifies documentation requirements to support 2012 billable services and identify common areas of lost revenue.

M2E: Are Your Open Medicare Cost Reports Over-Reserved?

A notable backlog of open Medicare cost reports presently exists as a result of CMS 1498-R calling for a revised data matching process for the SSI fraction of the Medicare DSH payment. Various other regulatory changes have occurred in the meantime that potentially leave a hospital with open cost reports over-reserved by a significant margin.

T1E: Medicare Appeals Update 2012: Appeals Development

A discussion of the ongoing implementation of recent changes to the PRRB and appeal rules and regulations, Administrator Rulings dealing with DSH, calculations and appeals, and significant recent case decisions and PRRB, Administrator and Judicial decisions.

CAH 4: Improving Financial Performance in a CAH Setting

A session focusing on those billing, operational and cost reporting practices that separate the top performing Critical Access Hospital from its competition.

CAH 5: Ensuring a Compliant Provider-Based Clinic Implementation

This session provides CAH participants with an overview of problematic areas of implementing provider-based status for clinic departments since the final rules were published ten years ago.

CAH 6: Medicare & Other Regulatory Updates for Critical Access Hospitals

Significant changes have been made to the hospital Medicare cost report forms to make this session essential for both rural and PPS-exempt hospitals, the latter as many non-CAH hospitals are also reimbursed by Medicaid using information from the Medicare cost report. Cost-based reimbursement strategies in conjunction with the new forms will also be presented.

The 14th Annual HFMA Region 11 Symposium Committee Proudly Present:

Mike Huckabee

Former Arkansas governor Mike Huckabee is the host of the number one rated weekend hit "HUCKABEE" on the Fox News Channel. Mike is also heard three times daily across



the nation on the "Huckabee Report" syndicated on almost 600 stations by the Citadel Media Network, where it has been the fastest growing new program in recent

years. He is the author of 9 books, the most recent being *A Simple Government*. After his campaign for the Republican nomination for President in 2008, in which he finished second to John McCain, he formed HuckPac to assist Conservative Republicans running for office nationwide and has amassed a volunteer team with thousands of activists in all 50 states. Mike's efforts to improve his own health have received national attention. After having been diagnosed with Type II Diabetes in 2003, he lost 110 pounds. Barely two years later, he had completed four marathons. As a result of his accomplishments, The Road Runners Club of America named him its "Southern Region Runner of the Year" and USA Track & Field had named him its "Athlete of the Week" for the country.

Ralph Lawson, Arthur Southam MD, Mike Wiltermood and Richard Clarke DHA

Ralph Lawson is the National Chair-Elect for HFMA and the Executive Vice



President and Chief Financial Officer at Baptist Health South Florida, Coral Gables, Florida. He is also Chairman of the Board of Catholic Health Services in Fort Lauderdale,

Florida. Dr. Southam is Executive Vice President, Health Plan Operations, for Kaiser Foundation Hospitals and Kaiser Foundation Health Plan, Inc. Working with leaders throughout the Kaiser Permanente program, Dr. Southam has national responsibility for Health Plan marketing, sales, product development and administrative services that support membership growth and customer service. Mike Wiltermood has more than 20 years of hospital leadership experience and has been the Chief Executive Officer at Enloe Medical Center in Chico, California, since July 2009. Prior to that, he was Enloe Medical Center's Chief Operating Officer for two years overseeing the day-to-day operations at the medical center. Dr. Clarke is President and Chief Executive Officer of HFMA, which he has held since June 1986. He currently serves on several committees and the Board of Directors of CHRISTUS Health, a multistate Catholic healthcare system headquartered in Dallas, Texas, as well as the Finance and Strategy Committee for Catholic Healthcare Partners in Cincinnati, Ohio.

Lee Woodruff

Lee Woodruff, noted author, dreamed of one day penning novels and took writing classes at Colgate University, where she graduated with a degree in English. She landed a low-level job in



the field of public relations where eventually Lee rose through the ranks to become a senior vice president at Porter Novelli. Lee wrote corporate materials and press kits and pitched accounts and did everything from race car PR to a brochure on bunion prevention and a press kit on the benefits of cloth versus paper diapers (the environmental impact came out about equal). All the while, Lee kept freelancing: writing for herself, for clients and writing articles for publication. She opened her own freelance writing and PR business in 1991 when she became a mother and got a little more flexibility. Lee's first book, *In an Instant*, was co-authored with her husband Bob, an ABC News Anchor who was critically injured in Iraq in 2006. This book hit #1 on *The New York Times'* bestseller list and stayed there for four weeks. Lee is proud that the book helped to put a face on the serious issue of traumatic brain injury among returning Iraq war veterans, as well as the millions of Americans who live with this often invisible, but life-changing, affliction. In the end, people tell her it is a love story: a story about a family, a marriage and a journey to heal.

Betsy Myers

Betsy Myers is a speaker and author who is dedicated to working with organizations and individuals to help shape the next generation of leaders. She continues to be one of the



country's leading speakers on the subject of leadership development. In her new book, *Take the Lead*, her principles are rooted in authentic leadership that Ms. Myers credits from the last decade in academia and public service. Over the last few years, she has crisscrossed the country and traveled abroad to speak on topics of leadership, about which she is so passionate. Prior to joining the "Obama for America" campaign as the President's Chief Operating Officer, Betsy was the Executive Director for the Center of Public Leadership at Harvard's Kennedy School of Government and Director of the White House Office of Women's Initiatives and Outreach during the Clinton Administration.

Hawaii Alaska Nevada Oregon Washington California 14th Annual HFMA Region 11 Healthcare Symposium

CAESARS PALACE

January 29, 2012 – February 1, 2012

HFMA Region 11
Healthcare Symposium

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