



The Heat Is On

HFMA Annual Conference

Tuesday, April 27th – Wednesday, April 28th, 2010
Ala Moana Hotel
Honolulu, Hawaii



In Partnership with:





The Heat Is On

HFMA Hawaii Chapter 2010 Annual Conference
Tuesday, April 27—Wednesday April 28, 2010
Ala Moana Hotel, Honolulu, HI

Conference Highlights

The 2010 HFMA Annual Conference “The Heat Is On” will feature informative keynote and breakout sessions that explore challenging issues in the healthcare industry. We will probe provocative topics related to the revenue cycle, technology, regulatory compliance, physician practice and leadership. There will be information for policy makers, industry executives, healthcare management personnel and professionals eager to shape healthcare in Hawaii. An outstanding faculty, highlighted by the distinguished speakers listed below, will share their ideas and perspectives on the issues facing today’s healthcare leaders. The conference will also feature a panel discussion among some of Hawaii’s healthcare leaders regarding their perspective on “Where’s the Heat?” in healthcare today.

Keynote Speakers

Catherine A. Jacobson, FHFMA, CPA, National Chair, HFMA

A member of HFMA since 1989, Catherine Jacobson is the voluntary Chair of HFMA during the 2009-2010 term. Ms. Jacobson is Senior Vice President of Strategic Planning & Finance, CFO, and Treasurer, Rush University Medical Center, Chicago, Illinois. She has received the Follmer Bronze and Reeves Silver merit awards. Ms. Jacobson, a Fellow of HFMA and a Certified Public Accountant (CPA) received her Bachelor of Science degree in accounting from Bradley University, Peoria, Illinois.

Vernon Smith, Ph.D, Principal, Health Management Associates

Vernon Smith is a Principal with Health Management Associates, where he focuses on Medicaid, Medicare, the Children’s Health Insurance Program and trends in the health care market place. He has authored several reports and articles on policy, spending and enrollment trends in Medicaid and CHIP, on the Medicare prescription drug benefit, and on state and national approaches to assure health coverage for the uninsured.

Tracy L. Spears, Director of Association Business Development, Transworld Systems, Inc.

Tracy L. Spears is a national business consultant with over 20 years of sales and training experience. She has advised, trained and consulted with thousands of business and sales representatives to improve individual performance and to develop solid business relationships. Tracy is also an accomplished athlete who played in Japan as a member of the U.S. National Softball Team.

Cheryl Coors, President, Coors Executive Resources

Cheryl Coors founded Coors Executive Resources in 1999. Cheryl has over 25 years in experience in healthcare including eleven years in executive healthcare recruiting. She is established as one of the top Search Consultants in the industry. Cheryl conducts workshops and lectures on competencies required for successful healthcare executives, leadership development, and recruitment and retention strategies for executives and physicians.

Schedule at a Glance—Tuesday, April 27, 2010

- 7:30 A.M.—8:30 A.M.** **Registration and Continental Breakfast**
- 8:30 A.M.—8:45 A.M.** **Welcome—Tammy Dumlao, HFMA Hawaii Chapter President**
- 8:45 A.M.—10:00 A.M.** **General Session 1: Keynote—Making It Count In Times of Change - Catherine Jacobson, National Chair, HFMA**
- 10:00 A.M.—10:15 A.M.** **Break**
- 10:15 A.M.—11:45 A.M.** **Breakout Sessions**
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Breakout Session 1
Update - Wage Index, CMS & Transmittal 20

Trahan H. Whitten, Principal,
HFS Consultants

Breakout Session 2
e-Discovery and the Legal Health Record: Should We Care?

Rose T. Dunn, Chief Operating Officer, First Class Solutions, Inc.

Breakout Session 3
Revenue Cycle 101

Linda J. Corley, Corporate Compliance Officer, Dell Perot Systems

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- 11:45 A.M.—1:15 P.M.** **Networking Luncheon & Speaker**
Why People Do What They Do - Tracy L. Spears, Director of Association Business Development, Transworld Systems, Inc.

- 1:15 P.M.—2:45 P.M.** **Breakout Sessions**
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Breakout Session 4
Strategic Financial Positioning in the New Healthcare Era

Mark Grube, Partner,
Kaufman, Hall & Associates

Breakout Session 5
ICD-10: The Impact on the Entire Organization

Rose T. Dunn, Chief Operating Officer, First Class Solutions, Inc.

Breakout Session 6
The New Landscape of Government Audits and Investigations: Are You Prepared for Contractor Combat?

Sara Kay Wheeler, Partner,
King & Spalding

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- 2:45 P.M.— 3:00 P.M.** **Break**

- 3:00 P.M.— 4:15 P.M.** **General Session 2: Where's the Heat?: Perspectives from Healthcare Leaders in Hawaii**

- 4:15 P.M.—4:20 P.M.** **End of Day Remarks—Tammy Dumlao, HFMA Hawaii Chapter President**

- 4:30 P.M.— 8:00 P.M.** **Evening Reception— Heavy Pupu, Host/No-Host Beverages**

Schedule at a Glance—Wednesday, April 28, 2010

- 7:30A.M.—8:30 A.M.** **Registration and Continental Breakfast**
- 8:30A.M.—8:45 A.M.** **Welcome—Tammy Dumlao, HFMA Hawaii Chapter President**
- 8:45A.M.—10:00 A.M.** **General Session 3: Healthcare Trends, Issues, Challenges: Outlook for the Future - Vernon Smith, Ph.D, Principal, Health Management Associates**
- 10:00A.M.—10:15 A.M.** **Break**
- 10:15A.M.—11:45 A.M.** **Breakout Sessions**
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**Breakout Session 7
Successful Hospital
Strategies for Employed
Physicians**
MarieAnn North, Chief
Executive Officer, Posada
Consulting, Inc.

**Breakout Session 8
Fraud and Abuse Update**
Robert Wade, Partner, Baker &
Daniels LLP

**Breakout Session 9
ABN and HINN**
Linda J. Corley, Corporate
Compliance Officer, Dell
Perot Systems

11:45 A.M.—1:15 P.M. **Networking Luncheon**

1:15 P.M.—2:45 P.M. **Breakout Sessions**

**Breakout Session 10
RAC Audit Panel**
Ginny Kim, Compliance and
Privacy Officer, Hoag Memorial
Hospital Presbyterian and
Susan Shiflett, Director
Corporate Responsibility,
Catholic Health Initiatives

**Breakout Session 11
Identifying Billable Revenue
from Self Pay Accounts**
Robin Bradbury, President,
re|solution consulting, inc.

**Breakout Session 12
Medicare Observation and
POAs**
Linda J. Corley, Corporate
Compliance Officer, Dell
Perot Systems

2:45 P.M.— 3:00 P.M. **Break**

3:00 P.M.— 4:15 P.M. **General Session 4: Dynamic Leadership with Full Engagement
Cheryl Coors, President, Coors Executive Resources**

4:15 P.M.—4:20 P.M. **End of Day Remarks—Tammy Dumlao, HFMA Hawaii Chapter
President**



Additional Conference Information

Attire

Aloha, Military Class B or Business Casual.

Conference Rates

Two-day and one-day rates include registration, continental breakfast, lunch, and the evening reception. The evening reception only rate includes food, tax and gratuities. No-host bar will be available. Early-bird registrations are due by March 19, 2010. The deadline for all registrations is April 9, 2010. Payment must be received no later than conference check-in in order to attend.

Presentation Materials

Electronic access to presentation handouts will be available to conference attendees prior to the conference. Conference attendees will also be given electronic files of the presentations at the conference. Printed conference materials will not be distributed at the conference.

Cancellation and Refunds

50% of the conference registration fee is refundable only if written cancellation is received by April 9, 2010. Registrations and cancellations received after April 9, 2010 are not refundable. Registrants unable to attend may send a substitute. If the substitute is not a member, the non-member registration fee is required.

Continuing Professional Education Credits

The Hawaii Chapter of HFMA is registered with the Hawaii State Board of Public Accountancy as a sponsor of continuing professional education. Complaints regarding registered sponsors may be addressed to: Hawaii State Board of Accountancy; P.O. Box 3469; Honolulu, Hawaii 96801; (808) 586-2696. The Hawaii Chapter of HFMA's Hawaii State Board Registration Number is 94001-07. A maximum of 13 credits based on a 50-minute hour will be granted.

Hotel Accommodations

The 2010 HFMA Hawaii Chapter Annual Conference will be held at the Ala Moana Hotel in Honolulu. Conference attendees may reserve hotel rooms by calling Ala Moana Reservations at 1-800-367-6025 or visit their website at www.alamoanahotel.com. The Ala Moana Hotel is located at:

Ala Moana Hotel
410 Atkinson Drive
Honolulu, Hawaii 96814

Inquiries

Please direct general inquiries to Traci Jay Kobayashi at (808) 791-1693 or e-mail traci.kobayashi@shchawaii.com.

Please direct inquiries related to registration to Elise Ueoka at (808) 535-7795 or email elise.ueoka@kapiolani.org.

Parking

Parking is available at the Ala Moana Hotel. Parking validations for a discounted parking fee will be provided to conference attendees. Validated parking is \$2.00 for 8 hours and \$2.50 for 10 hours.

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HFMA Hawaii Chapter 2010 Annual Conference
April 27—28, 2010, Ala Moana Hotel, Honolulu, Hawaii
Register online at <http://www.hfma.org/events/chapter/hawaiichapter.htm>

Name			
Employer		Title	
Address	City	State	Zip
Phone	Email		

Professional Association Membership

Members of the following professional associations may attend the conference at the Member rate. Join one of the Professional Associations now and attend the conference at the Member rate. Check the organizations of which you are a member: HFMA HMGMA (Hawaii Chapter of the MGMA)

Breakout Session Registration (circle one breakout session per time slot)

<u>Tuesday, April 27, 2010</u>				<u>Wednesday, April 28, 2010</u>			
10:15 – 11:45 A.M.	1	2	3	10:15 – 11:45 A.M.	7	8	9
1:15 – 2:45 P.M.	4	5	6	1:15 – 2:45 P.M.	10	11	12

Conference Activities

I will attend the Evening Reception on Tuesday, April 27, 2010

Conference Fees

One and two-day fees include the Evening Reception. Circle the appropriate box below. The deadline for all registrations is April 9, 2010.

	Early Bird Registration		General Registration		Neighbor Island Registration	
	(received by March 19)		(received after March 19)			
Registration for:	Member	Non-Member	Member	Non-Member	Member	Non-Member
2 days	\$325	\$375	\$375	\$425	\$200	\$250
1 day	\$215	\$275	\$265	\$325	N/A	N/A
Evening Reception Only	\$35	\$50	\$35	\$50	N/A	N/A

Registration Options You can register for this event through any of methods listed below. If you have any questions regarding registration, please contact HFMA Member Service Center at 800-252-4362, extension 2.

1. Via the Internet: Complete the registration form located at <http://www.hfma.org/events/chapter/hawaiichapter.htm>. Credit card payments only.
2. Via Mail: Complete the registration form and mail with payment to the address below (checks payable to HFMA).
 HFMA
 Dept. 77-6063
 Chicago, IL 60678-6063
3. Via Fax: Complete the registration form indicating payment information (or that check payment will follow) to 708-531-0665, Attn: MSC.
4. Via Phone: 800-252-4362, extension 2

Session Descriptions

Tuesday, April 27, 2010

8:45 A.M.—10:00 A.M. General Session 1: Keynote—Making It Count In Times of Change

Catherine Jacobson, National Chair, HFMA

Healthcare reform will bring broad and sweeping changes for hospitals and other healthcare providers. These changes come at a time when providers are grappling with the lingering effects of the most severe economic downturn in decades. In this session, you'll learn how hospitals, physicians, and other providers can "Make it Count" by building the key competencies needed for success in today's rapidly changing environment.

Ms. Jacobson is the voluntary Chair of the Healthcare Financial Management Association (HFMA) during the 2009-10 term, beginning June 1, 2009. Ms. Jacobson is Senior Vice President of Strategic Planning & Finance, CFO, and Treasurer, Rush University Medical Center, Chicago, Illinois.

A member of HFMA since 1989, Ms. Jacobson's involvement with the National Association includes serving on the Principles & Practices Board (1995-98 and 1998-01), serving as chair during 2000-01, the Strategic Planning Committee (2004-06 and 2008-10), serving as chair in 2008-09, the Board of Directors (2004-10), the Executive Committee (2005-10), and the Audit & Finance Committee (2006-10), serving as chair in 2007-08. She has received the Follmer Bronze and Reeves Silver merit awards. Ms. Jacobson, a Fellow of HFMA and a Certified Public Accountant (CPA) received her Bachelor of Science degree in accounting from Bradley University, Peoria, Illinois.

10:15A.M.—11:45A.M. Breakout Session 1: Update - Wage Index, CMS & Transmittal 20

Trahan H. Whitten, Principal, HFS Consultants

Fred Fisher, Senior Consultant, HFS Consultants

Updated discussions on average hourly wage reporting, specifically addressing Transmittal 20 and HFS Consultant's meetings with CMS including observations and comparisons to similar core-based statistical areas (CBSAs). Best practices for capturing hospital and home office contract labor professional fees and hours, hours related to paid salaries (cash vs. accrual accounting) and wage related costs at Medicare cost principles.

Mr. Whitten leads the Government Programs and Regulatory Reporting and Compliance Service Lines of HFS Consultants. The Regulatory group focuses on reimbursement, revenue management, risk mitigation, finance and compliance services. He specializes in reimbursement strategy validation and implementation, CDM standardization, pricing, mergers and acquisitions, and strategic financial management. Mr. Whitten is the former National Managing Partner of Ernst & Young's Government Programs, Reimbursement and Compliance Service Lines in the United States.

Mr. Fisher is a Senior Consultant at HFS Consultants and is a regulatory specialist on numerous State wide, regional and hospital specific reimbursement engagements. Fred's expertise includes over 8 years of experience working with hospital associations, academic medical centers, community hospitals, governmental medical centers, and other health care providers. Fred has successfully worked with many providers in achieving additional Medicare reimbursement through compliant reporting of wage index, disproportionate share, low volume, and other cost report related reimbursement payments. Fred received a BS degree in Business Administration from Rider University, Lawrenceville, New Jersey. He is an active participant in the Healthcare Financial Management Association (HFMA), and has been a speaker at several HFMA classes across the country.

Tuesday, April 27, 2010

10:15A.M.—11:45A.M. Breakout Session 2: e-Discovery and the Legal Health Record: Should We Care?

Rose T. Dunn, Chief Operating Officer, First Class Solutions, Inc.

Legal Health e-Discovery: You may not be aware of the far-reaching impact that changes to the Federal Rules of Evidence have on your healthcare organization. Rose will discuss the e-Discovery rules, how they impact your efforts to implement an EHR, define the Legal Health Record, automate your Human Resources records, and all business records including contracts, policies and procedures.

Ms. Dunn is a past AHIMA President and recipient of AHIMA's 1997 Distinguished Member and 2008 Legacy Awards. She is Chief Operating Officer of First Class Solutions, Inc., a health information management consulting firm based in St. Louis, Mo. Rose started her career as Director of Medical Records at Barnes Hospital, a 1,200-bed teaching hospital in St. Louis where she was promoted to senior Vice President. After Barnes, she was employed by Metropolitan Life Insurance Company where she held the Assistant Vice President position in MetLife's HMO Subsidiary. She has served as a Chief Financial Officer of a dual hospital system in Illinois. She is active in AICPA, ACHE, HFMA, and AHIMA and holds Fellowship status in ACHE, AHIMA, and HFMA. Rose is certified in Healthcare Privacy and Security.

10:15A.M.—11:45A.M. Breakout Session 3: Revenue Cycle 101

Linda J. Corley, MBA, CPD, Corporate Compliance Officer, Dell Perot Systems

Hot topics for discussion these days are what departments and/or functions specifically make up the hospital's revenue cycle and how can optimum reimbursement be obtained through the interaction of the many and varied pieces of the revenue cycle puzzle. Join Linda for a review of who should be in control of the revenue cycle, what each hospital function or area must do well to obtain optimum reimbursement and the steps to be followed to ensure compliance with CMS guidelines.

Ms. Corley, MBA, CPC, is Dell Perot Systems' Corporate Compliance Officer for Revenue Cycle Solutions (RCS). She has more than twenty years experience working directly for or with hospitals in the areas of Patient Financial Services and Accounting. An experienced hospital accounting manager and accomplished college professor, Linda has fifteen years experience working with financial accounting systems in hospitals and more than twenty-five years experience in training accounting professionals, patient financial services staff and coders for the medical environment. Since joining Dell Perot Systems, she has directed more than one hundred Charge Description Master Review projects and has performed numerous coding audits. She currently leads the Learning and Development team for RCS in addition to her Compliance Officer role. Linda routinely presents Compliance and HIPAA updates to associates as well as coverage, coding, billing and collections training. She has been an integral part of the Revenue Cycle Solutions group for more than twelve years. Linda is a frequent HFMA speaker and is known throughout the U.S. for her lively and interactive, yet fact filled, hospital financial management presentations.

11:45A.M.—1:15P.M. Networking Luncheon & Speaker

Why People Do What They Do - Tracy L. Spears, Director of Association Business Development, Transworld Systems, Inc.

This is a personal and team development workshop equipping attendees with skills to work better together while building teamwork productivity. Participants will be introduced to the different personality styles and how to identify them for better cooperation and motivation, using the practical and easy language of color.

Ms. Spears is a national business consultant with over 20 years of sales and training experience. She has advised, trained and consulted with thousands of business and sales representatives to improve individual performance and to develop solid business relationships. Tracy is also an accomplished athlete who played in Japan as a member of the U.S. National Softball Team.

Tuesday, April 27, 2010

1:15 P.M.—2:45 P.M. Breakout Session 4: Strategic Financial Positioning in the New Healthcare Era

Mark Grube, Partner, Kaufman, Hall & Associates

The rapidly evolving healthcare/capital markets environment continues to present significant challenges for hospitals and health systems. This session will explore key strategic-financial issues related to healthcare reform, capital markets changes, the competitive environment, and other dynamics, and their implications for providers. The session will also define the evolving requirements for sustained success in the emerging environment and strategies leaders can use to successfully position/re-position their organizations in the near- and longer-term. Key change drivers, such as physicians, care management, service lines, information technology, and facilities, will be addressed.

Mr. Grube leads Kaufman Hall's integrated strategic advisory practice. This practice provides strategic and financial planning and implementation assistance related to enterprise-level strategies, clinical programs and service lines, physicians, health facilities planning, competitive markets, joint ventures, mergers and acquisitions, and overall organizational growth. Mr. Grube has more than 25 years of experience in the healthcare industry, as a consultant and as a planning executive with one of the nation's largest healthcare systems. Mr. Grube received an M.B.A. from the University of Chicago Graduate School of Business and a B.S., magna cum laude, in Economics from Bradley University.

1:15 P.M.—2:45 P.M. Breakout Session 5: ICD-10: The Impact on the Entire Organization

Rose T. Dunn, Chief Operating Officer, First Class Solutions, Inc.

In this session, participants will learn:

- What is ICD-10 and where did it come from
- The structural differences and education requirements of ICD-9CM and ICD-10CM
- The payer impact and affect on providers
- Department/function impacts (IT, Decision Support, Registration, Patient Financial Services, Administration, HIM, physicians and other clinicians)
- Resources, including the Stimulus Package relationship
- Coping mechanisms

Refer to the description of Breakout Session 2 for Ms. Dunn's biography.

1:15 P.M.—2:45 P.M. Breakout Session 6: The New Landscape of Government Audits and Investigations: Are You Prepared for Contractor Combat?

Sara Kay Wheeler, Partner, King & Spalding

This session will cover the growing number of government audits and other inquiries led by a new cadre of government contractors, including Recovery Audit Contractors (RACs), Medicare Administrative Contractors (MACs), Medicaid Integrity Contractors (MICs), Program Safeguard Contractors (PSCs) and Zone Program Integrity Contractors (ZPICs). Healthcare providers need to understand the varying authority enjoyed by these contractors as well as their right to challenge contractor activity. The session will promote strategies that effectively position providers in light of the wave of increased record requests, denials and challenges we expect to see in 2010. The presentation will address:

- An overview of the contractor landscape and the procurement timeline for Hawaii providers
- Preparedness and strategies for contractor disputes
- Current developments relevant to each category of contractor including the expansion of certain contractor duties as outlined in pending healthcare reform legislation

Ms. Wheeler is a partner in King & Spalding's Healthcare Practice Group. She has extensive experience in the creation and implementation of corporate compliance programs and investigations, government contractor audits (including RACs, MICs, PSCs and ZPICs), Medicare regulation (including Medicare Part D issues), Medicaid regulation (including audit and enforcement matters), fraud and abuse concerns, internal investigations, voluntary disclosure strategies, clinical research compliance, privacy matters and managed care arrangements. Ms. Wheeler also works with King & Spalding's Special Matters Group to defend healthcare providers that are investigated by federal and state enforcement entities. Ms. Wheeler is currently serving as a Director on the HCCA Board of Directors and is a past president of the Georgia Academy of Healthcare Attorneys.

Tuesday, April 27, 2010

3:00 P.M.— 4:15 P.M. General Session 2: Where's the Heat?: Perspectives from Healthcare Leaders in Hawaii

Gary L. Lee, Principal and Office Business Leader, Mercer Consulting
William Mitchell, MD, President and CEO, Maui Medical Group
David Okabe, Executive Vice President, Chief Financial Officer & Treasurer, Hawaii Pacific Health
HMSA Executive (to be announced)

The Leadership Panel includes representatives from a hospital system, a payor, a physician group and the business community and will discuss "Where's the Heat" in their businesses brought about by changes (local and national) in healthcare and the economy. The panel will be moderated by Kim Gennaula, Director of Philanthropy for Hawaii Pacific Health.

Kim Gennaula, Director of Philanthropy, Hawaii Pacific Health

Ms. Gennaula joined Kapi'olani Health Foundation as a Director of Philanthropy in September 2008 after a tour of Kapi'olani Medical Center for Women and Children inspired her to change careers from KGMB News Anchor to something that would benefit the patients she saw at the facility. Her work at Kapi'olani Health Foundation has helped her to develop an understanding of the many internal and external pressures upon Hawai'i's sole multi-specialty Children's Hospital and healthcare systems in general.

Gary L. Lee, CLU, CEBS, CPDM, Principal and Office Business Leader, Mercer Consulting

Mr. Lee manages the Honolulu office of Mercer, a human resources consulting firm with more than 19,000 employees and 188 offices in 41 countries. He assists Hawaii's largest employers with all aspects their employee benefit programs, with emphasis on health plans and related health improvement and wellness initiatives.

Gary has been a frequent speaker at industry and human resource seminars over the years, and recently developed and received Hawaii DOL approval for Hawaii's first high deductible Consumer Directed Health Plan (CDHP).

William Mitchell, MD, President and CEO, Maui Medical Group

The Maui Medical Group is a for-profit multispecialty medical group practice with four locations on the Island of Maui. The Group employs nearly 200 staff and 63 providers including Physicians and Nurse Practitioners. Dr. William Mitchell has been involved with Maui Medical Group since 1979 and is an active member of the Maui County Medical Society. Dr. Mitchell is currently the President & CEO of the Maui Medical Group and a practicing Internal Medicine/Pulmonology Physician. In his current role, as President & CEO, he serves as Chairman of the Board and has administrative responsibility for ensuring operational and fiscal responsibility of the Group.

David Okabe, Executive Vice President, Chief Financial Officer & Treasurer, Hawaii Pacific Health

Mr. Okabe began his career in Public Accounting in 1985 with a predecessor firm of Ernst & Young LLP. He left E&Y as a Senior Manager, joined Kapi'olani Health in 1999 as Director of Financial Planning and was promoted with the merger that formed Hawai'i Pacific Health to Vice President Treasurer. Mr. Okabe was promoted to his current role of Chief Financial Officer in 2004 and has responsibilities over the organization's Finance Division. He serves as a board member for Hawai'i Pacific Health Partners and Providers Insurance Corporation and as a member of the Hawai'i Residency Program's Operations and Finance Committee and Investment Committee and has served as a Board member for Clinical Laboratories of Hawai'i LLP.

Mr. Okabe holds a Bachelor of Arts degree in Business Administration from the University of Hawaii and received his Certified Public Accountant certification in 1991. He has been active on community and professional association boards and is currently the Chair of the Healthcare Association of Hawaii CFO Roundtable and Treasurer for the Honolulu Symphony Foundation. He has served as past chair for the Hawaii Chapter of the National Multiple Sclerosis Society and as past president for the Hawaii Chapter of Financial Executives International and the Hawai'i Chapter of Healthcare Financial Management Association.

Wednesday, April 28, 2010

**8:45 A.M.—10:00 A.M. General Session 3: Healthcare Trends, Issues, Challenges:
Outlook for the Future**

Vernon Smith, Ph.D, Principal, Health Management Associates

This is an historic time in health care. Major changes are occurring in the organization and delivery of care. Health reform is being considered in Congress. The economy is impacting health care coverage and financing, particularly for Medicaid and Medicare. Current trends in health spending are not sustainable. This presentation will look at the key trends in health care and their implications for the future.

Dr. Smith is a Principal with Health Management Associates, where he focuses on Medicaid, Medicare, the Children's Health Insurance Program and trends in the health care market place. Dr. Smith has spoken on these issues before many national and state audiences, including the National Governors Association, the National Conference of State Legislatures, the Council of State Governments, the National Association of State Budget Officers, the National Association of State Medicaid Directors, American Medical Association, American Hospital Association, the National Health Policy Forum, committees of the U.S. Congress, and Medicaid reform groups in several states. He has been a guest on National Public Radio and quoted on these issues in the New York Times, The Washington Post, The Wall Street Journal, USA Today, Newsweek and Time Magazine.

Before joining HMA, Dr. Smith enjoyed 30 years of public service with the State of Michigan, including appointments as Michigan Medicaid director and human services budget director. He holds a Ph.D. degree in economics from Michigan State University. Among other involvements, he serves on the Board of Trustees of Anderson University, his undergraduate Alma Mater.

**10:15 A.M.—11:45 A.M. Breakout Session 7: Successful Hospital Strategies for Employed
Physicians**

MarieAnn North, CEO, Posada Consulting, Inc.

This session will provide participants with "best practice" approaches to the most critical aspects of a successful employed physician group practice or network strategy. Areas of focus include: (1) formulating mission, vision and values; (2) physician contracting; (3) compensation plans; (4) governance/leadership models; (5) physician retention; and (6) metrics and dashboards to measure productivity.

Ms. North has worked in healthcare consulting since 1999. Her projects focus on major restructuring as well as addressing targeted needs for physician groups or academic departments. Areas of expertise include governance, funds flow, ambulatory operations, physician compensation, leadership development and finance. Prior to her consulting career, MarieAnn was CEO of a 150 physician hospital affiliated multi-specialty group practice. MarieAnn's background also includes working for a major national payer as well as senior level ambulatory care roles. MarieAnn is a regular contributor to HFM Magazine's Leadership column.

10:15 A.M.—11:45 A.M. Breakout Session 8: Fraud and Abuse Update

Robert Wade, Partner, Baker & Daniels LLP

The presentation will provide a general overview of the Stark Act, Anti-Kickback Statute, and False Claims Act. This general overview will cover only the broad implications of these statutes as they relate to hospital/physician relationships. The presentation will focus primarily on recent developments and changes in the statutes.

Mr. Wade concentrates his practice in representing health care clients, including large health systems, hospitals, ambulatory surgical centers, physician groups, physicians and other medical providers. His expertise includes representing clients with respect to the Stark Act, Anti-Kickback Statute, False Claims Act, and Emergency Medical Treatment and Active Labor Act. Bob is nationally recognized in all aspects of health care compliance, including developing, monitoring and documentation of an effective compliance program. He has experience in representing health care clients with respect to issues being investigated by the Department of Justice and the Office of Inspector General as well as experience negotiating and implementing Corporate Integrity Agreements. Bob is also the creator of Captain Integrity (www.captainintegrity.com), a unique compliance program branding and education resource that has received national recognition and has been used by many hospitals, health systems and other providers.

Wednesday, April 28, 2010

10:15 A.M.—11:45 A.M. Breakout Session 9: Advanced Beneficiary Notice of Noncoverage (ABN) and Hospital Issued Notice of Noncoverage (HINN)

Linda J. Corley, Corporate Compliance Officer, Dell Perot Systems

As part of its provider agreement, a hospital agrees to determine whether or not a service is “medically necessary” prior to the service being provided. This is true for both outpatient and inpatient services. The two most important forms for complying with this CMS requirement are the ABN and/or HINN – however, appropriate documentation must be captured.

A review of the CMS approved ABN and HINN forms will highlight the specific diagnosis, service and financial information that is necessary to make the documentation compliant. “Why” and “when” the forms are necessary will also be discussed.

Refer to the description of Breakout Session 3 for Ms. Corley’s biography.

1:15 P.M.—2:45 P.M. Breakout Session 10: RAC Audit Panel

Ginny Kim, Compliance and Privacy Officer, Hoag Memorial Hospital Presbyterian and Susan Shiflett, Director Corporate Responsibility, Catholic Health Initiatives

This presentation will include a sharing of experiences, "lessons learned", in the RAC demonstration project by Ms. Kim. Ms. Shiflett will share how Catholic Health Initiatives has prepared for the RACs and some of the tools used to track RAC audits. There will be sufficient time for Q&A on this hot topic facing providers.

Ms. Kim currently serves as Compliance and Privacy Officer at Hoag Memorial Hospital Presbyterian in Newport Beach, California. Ms. Kim has over twelve years of experience in the healthcare industry and has provided compliance expertise for hospitals and health plans. Previously, Ms. Kim worked as a consultant for PricewaterhouseCoopers' Healthcare Consulting Practice on a wide range of operational improvement and strategy projects including the joint UCLA/PwC Compliance Effectiveness Study. Ms. Kim received her Masters of Public Health in Healthcare Management at UCLA and her Bachelor of Arts degree from Columbia University.

Ms. Shiflett has over 20 years of healthcare experience predominantly in health information and healthcare compliance. She is a credentialed Registered Health Information Administrator and Certified in Healthcare Compliance. Susan is currently the Director of Corporate Responsibility for Catholic Health Initiatives (CHI). Susan is a member of the American Health Information Management Association, Colorado Health Information Management Association, HFMA and HCCA. She holds a Bachelor of Science degree from Regis University and a Master of Science degree in Health Services Administration.

Wednesday, April 28, 2010

1:15 P.M.—2:45 P.M. Breakout Session 11: Identifying Billable Revenue from Self Pay Accounts

Robin Bradbury, President, re|solution consulting, inc.

For most hospitals collecting self pay is a growing problem. Few hospitals have an effective system in place to handle self pay accounts. Patients have been taught NOT to pay when they come to the hospital which adds to the challenge. Often the Registration and Admitting employees gathering critical data to manage self pay accounts are the lowest paid and have the least amount of tools available to do their jobs. Software systems rely on the data entered and often, cannot return the desired results due to these errors.

The presentation will focus on best practices and the tools and technology that are available to identify patient coverage, classify accounts, and stratify them based on demographics and credit information. When facilities do this, they are able to focus on the accounts most likely to pay and those with the largest dollar amounts. This allows improvement in workflow and FTE allocations to improve PFS productivity allowing for increased cash flow. Charity policies will also be discussed. While Charity Care does not put immediate dollars into the bottom line, CFOs will appreciate the immediate benefits of Charity Validation, the reduction of compliance risk, lower accounts receivable balances, a reduction in the complexity of AR reserve calculation, and maintaining consistency with recent HFMA promulgation and compliance issues.

Mr. Bradbury is an accomplished speaker, author and entrepreneur and thought leader. He is founder and President of re|solution (www.ereso.com), a revenue cycle optimization organization providing solutions for the business challenges faced by health care providers.

1:15 P.M.—2:45 P.M. Breakout Session 12: Medicare Observation and Present On Admission (POA) Indicators

Linda J. Corley, Corporate Compliance Officer, Dell Perot Systems

A hospital must utilize Observation services correctly to ensure Medicare RACs do not recoup payments made for inappropriate inpatient admissions. Find out the basic coverage conditions, the required documentation, the appropriate charges, and the compliant claim processes for Observation. The guidelines for receiving Observation payment will be reviewed along with “bundled” services and “packaged” payment. Also outlined will be the ancillary services that should be separately charged and billed in addition to Observation services.

How have required POA documentation and resulting DRG coding affected your reimbursement? Many hospitals have not compared 2008 to 2009 payments for a clear understanding of what’s happening in their facility because of POA usage and MS-DRGs. Do you know what to compare and how to evaluate the increases or decreases? This presentation will cover what to look for, how to evaluate payments received, and how to improve clinical approaches to POA.

Refer to the description of Breakout Session 3 for Ms. Corley’s biography.

3:00 P.M.— 4:15 P.M. General Session 4: Dynamic Leadership with Full Engagement
Cheryl Coors, President, Coors Executive Resources

The session will provide attendees with insights into dynamic leadership with full engagement of team members and physicians. Focusing on (1) Understanding of your communication style as a leader (2) Importance of creating a vision and communicating your vision (3) Leading your Leaders (4) Engaging physicians in your vision to develop a physician strategy that works!

Ms. Coors founded Coors Executive Resources in 1999. Cheryl has over 25 years in experience in healthcare including eleven years in executive healthcare recruiting. She is established as one of the top Search Consultants in the industry. Cheryl conducts workshops and lectures on competencies required for successful healthcare executives, leadership development, and recruitment and retention strategies for executives and physicians. Cheryl's diversified background in nursing, practice management, and executive search lend to her expertise in understanding the challenges facing the healthcare industry. Cheryl holds a Masters in Healthcare Administration and is a Certified Behavioral Analyst.