



**HFMA COLORADO CHAPTER ANNUAL CONFERENCE &
50th ANNIVERSARY CELEBRATION**
“Yesterday, Today and Tomorrow in Healthcare”
April 21 -23
Denver Marriott South at Park Meadows



Please join us as we celebrate the 50th anniversary of the CO HFMA Chapter. The Education Committee has planned an outstanding educational program, and the President’s Advisory Council has an evening event filled with dinner, music, dancing and sharing memories from the past 50 years. This is one conference you won’t want to miss.

Wednesday, April 21, 2010

8:30am to 12noon

Coaching Certification Course:

If you are considering becoming certified in HFMA this is an excellent way to get started and the coaching session is FREE. You just need to sign up on the online registration form to register. A continental breakfast and break will be provided

1:00 – 5:00pm

Certification Exams:

The opportunity to sit for the certification exam will be provided immediately following the Coaching Certification Course. To schedule an exam during this time, you must confirm with Jim Markuson that you will be taking the exam. You must register with National HFMA for the exam and submit a completed exam application with the appropriate fee at least 20 working days (March 24, 2010) prior to April 21st. Complete instructions and forms may be found on the HFMA web site at www.hfma.org/certification/chfp/examdates/ Contact Jim Markuson, Co-chair, Certification Committee, for additional information at 970-384-6630 or markuson@vvh.org



Thursday, April 22, 2010

7:30 – 8:30am

Registration and Hot Breakfast with Exhibitors

8:00 – 8:30am

New Member Orientation

Are you new to HFMA or to the CO Chapter? Please join us for an insightful discussion on benefits of HFMA membership and your Colorado Chapter

8:30 -8:45am

Welcome and Opening Remarks

Judy Griffith, HFMA Colorado Chapter President and Ann King, CHFP, CPA, Past President, HFMA Colorado Chapter 2007-2008 and Partner, BKD, LLP on 50th Anniversary Celebration

8:45 – 10:15am

Keynote Presentation

“Effective Leadership Skills in Today’s Healthcare Environment”

Speaker: Jerry Lewis, Director, Executive Talent and Director, Leadership Development, Banner Health, Greeley, CO

Mr. Lewis has trained leaders with Banner Healthcare and is a national speaker on the topic of Leadership. He will focus on the following aspects which are needed to make today’s healthcare executive successful:

- Having the courage as a leader to do the right things for the right reasons
- Leading Change and Transition: Things every leader **must know** to be successful
- Trust and Credibility – Where are you?
- How to have an engaged workforce: How do you get one?
- The two keys for effective leadership::
 1. Setting clearly defined expectations
 2. Holding everyone accountable

10:15 – 10:45am

Break with Exhibitors

10:45am – 12noon

2nd Keynote Presentation

“Healthcare Reform: Lessons Learned from the Past-Challenges for the Future: The Mesa County Healthcare Network Plan”

Speaker: Steve ErkenBrack, President & CEO, Rocky Mountain Health Plans, Grand Junction, CO

This presentation will cover the past, present and future of the Mesa County Healthcare Network which has been extremely successful in providing low cost healthcare to Mesa County residents. It has been touted by the Obama administration as a model for healthcare reform. Mr. ErkenBrack will share the experience they had regarding input to the administration on their views on healthcare reform.

12noon – 1:00pm

Networking Lunch with Recognition of Past Presidents of HFMA Colorado Chapter, Installation of Officers, Membership Vote on Proposed Bylaw Changes

Breakout Sessions: Finance and Revenue Cycle Tracts

1:00-2:00pm

Finance Tract: “Hospital/Physician Alliances”

Speaker: Jacqueline Bruns, CPA, Healthcare Consulting Manager, Eide Bailly LLP, Englewood, CO

After This Session, You Will Be Able To:

- *Understand the processes involved in the planning, creating and nurturing of the physician-hospital partnership.*
- *Identify and prioritize the contributing factors leading to financially strained partnerships.*
- *Understand what critical elements must exist to have a successful physician-hospital alignment.*

Revenue Cycle Tract: “Revenue Cycle Training”

Speakers: Laurie Campbell, Training Manager, Clinical Application Services, Ryan Larson, Director, Patient Financial Services, Stephanie Benintendi, Director, Patient Access, The Children's Hospital.

This panel will present the best practices and effective training programs developed by The Children's Hospital – followed by open panel discussion

2:00-3:00pm

Finance Tract: “Performance Improvement and Cost Management in Human Resources”

Speaker: Juliette Meunier, CPA, Partner, National Tax/Performance and Reward, Ernst & Young LLP, Irvine, CA

With the current economy and potential healthcare reform, many healthcare companies are looking for areas in which to save costs. Enterprise cost reduction is a term that is becoming increasingly commonplace for many companies. One of the largest expense areas for healthcare companies is in



the area of compensation and benefits. Unfortunately, many companies often turn to the "disruptive" types of cost savings ideas in the area of HR (i.e., layoffs, eliminating retirement contributions, etc.).

Juliette Meunier will be speaking on HR Cost Management, by focusing on areas that would not be considered "take-aways" to employees. Juliette will discuss the "Top 10" areas for improvement in managing costs within the HR function within the healthcare industry. This session will provide Finance and Tax professionals with actual ideas to bring to your organizations and implement for significant cost savings.

Revenue Cycle Tract: "Upfront Cash Collections"

Speakers: Leslie Richard, Corporate Director, Patient Access, Centura Health, Centennial, CO, Darcy Kochevar, Director, Patient Access, Porter Adventist Hospital, Denver, CO and Stephanie Benintendi, Director, Patient Access, The Children's Hospital, Aurora, CO

Three different hospital case studies will be presented with the perspectives focusing on establishing targets, training and bonuses. Following these presentations, there will be an open panel discussion with attendee participation regarding experiences (the good, bad and ugly) with upfront collections

3:00 – 3:30pm - Break with Exhibitors

3:30 – 4:30pm

Finance Tract: "Audit Guide"

Speaker: Kimberly McKay, CPA, Partner, BKD, LLP, Colorado Springs, CO

The AICPA is anticipating the release of the new Health Care Audit Guide in 2010. This session will give you an opportunity to discuss the changes that are being proposed to the Health Care Audit Guide. In addition, recent accounting changes such as the new standards on mergers and acquisitions, clarification on alternative investments, disclosures of interest rate swaps and communication to your board of governance will provide attendees the chance to learn how best to prepare for their upcoming audits.

Revenue Cycle Tract: "Beyond Fee for Service Inpatient Bundling"

Speakers: Debbie Welle-Powell, VP Payer Strategies and Government Affairs and Deirdre Baggot, Administrator, Cardiovascular Service Line, Exempla Healthcare, Denver, CO

This session will be a case study of the ACE demonstration project at St. Joseph Denver, Hospital

4:30 – 5:30pm

Finance Tract: Panel Discussion on Healthcare Finance Issues

Panelists: Rick Wagner CPA, Healthcare Partner, Eide Bailly LLP, Englewood, CO, Mark Belfance, CPA, Partner, Ernst & Young, LLP, Denver, CO and Kimberly McKay, CPA, Partner, BKD, LLP, Colorado Springs, CO

The previous speakers for this tract will have an open discussion with attendees on issues they are currently facing in an open forum format



Revenue Cycle Tract: Round Table Discussions: What is Your Interest?

This session will allow attendees to move between several topic groups to network with you colleagues on "What is working and what is not". Topics will include:

- *Denials Management*
- *Customer Service*
- *New Technology*
- *Loan Programs*
- *Self Pay Collections*
- *Eligibility*
- *Payor Payment Issues*
- *Best Practices in ED Workflow*



6:00 – 9:00pm:

50th Anniversary Celebration with Dinner, Music, Dancing and Celebrating

Join the celebration of the chapters 50th Anniversary with many of our Past Presidents and enjoy reminiscing over photos from past chapter activities, what was happening in healthcare when we began as the Colorado/Wyoming Chapter – Medicare was born and much, much more since then. The music of the 60's will be relived with a DJ for listening or dancing to the music of the 60's (Elvis, The Beatles, Bobby Vinton, Connie Francis, and Bobby Darrin to name a few) along with a great dinner and drinks for only \$25. Dress is Aspen Casual.

Friday, April 23, 2010

7:30 – 8:30am – Hot Breakfast with Exhibitors

8:30 – 11:00am

Concurrent Sessions: Finance, Revenue Cycle and Ethics

8:30 – 10:30am

CPA Ethics Presentation

Speakers: Doug Cash, MBA, CFE, CFI, CFCI, Manager, Forensic Accounting, Eide Bailly LLP, Englewood, CO and Darl Rhodes, CPA, Executive Director, Assurance Practice, Fraud Investigations & Dispute Services, Ernst & Young LLP, Denver, CO

Join us to get those two hours of ethics required to maintain you CPA certificate. Darl will walk us through some examples from the SEC world of issues and Rick will follow up with the specific Colorado requirements.

8:30 – 9:30am

Finance Tract: “Legal Issues: Physician/Hospital Affiliations/Acquisitions:

Speaker: Ellen Stewart, JD, FHFMA, Partner, Berenbaum Weinshienk, PC, Denver, CO

This session will cover all legal issues to take into account when forming an affiliation with a physician practice or acquiring one – a Hot Topic that has returned to the forefront in light of hospitals positioning themselves for the future, potential healthcare reform and the role of physician leadership in healthcare systems. In addition to factors to make the actions successful you must weigh all the legal considerations that will be covered in this presentation.

Revenue Cycle Tract:

“Squeezing out Every Dollar: Is there Revenue Left in your Zero Balance Claims?”

Speakers: Connie Perez, RN, BSN, MM, CHFP, CEO, Mark Lawrence, Director of Operations and, Glen Reiner, Director of Clinical Services – Advanced Reimbursement Management, Phoenix, AZ

Integration of the technical, clinical and legal components of claims management is especially imperative for full reimbursement of Managed Care claims, but how do you know if your hospital has recovered every dollar to which it is entitled? Utilizing a case study format, this presentation will outline effective processes for reviewing completed claims for additional potential revenue and using the resultant data to improve processes and get them paid correctly the first time.



9:30 – 10:30am

Finance Tract: “Capital Financing in Today’s Volatile Market”

Speaker: Kimberly Allen, Executive Director, Non-Profit Healthcare Team, J.P. Morgan Chase, Denver, CO

The speaker will address debt structuring to hospitals and health systems from the investment banking perspective. Capital access across the rating spectrum, debt products, access to credit and rating agency guidelines will also be discussed.

Revenue Cycle Tract: “The Art of Dispute Resolution”

Speaker: Tina Johnston, Trainer, BC Services, Longmont, CO

This session will provide attendees information on: Dispute Resolutions, 7 Ways to Build Confidence, Determining the Patient’s Needs, Collecting from the Patient, The Holy Grail of Customer Service, Seven Point Formula for Dealing with the Angry Patient, Obtaining Necessary Information and Stress Management

10:30 – 11:00am

Break with Exhibitors (prize drawings)

11:00 am – 12 noon

Closing General Session: “Medicaid Update”

Speaker: Joan Henneberry, Executive Director, Department of Healthcare Policy and Finance, State of Colorado, Denver, CO (Invited)

This will be an update on the current state of the Medicaid Program in light of recent cuts and what may still be ahead and how she sees it impacting hospitals and healthcare providers

13 Education hours – HFMA and NAHAM

18 Education hours – AAHAM

NASBA Approved

1.5 Personal Development

9.5 Specialized Knowledge and Application

2.0 Ethics

Hotel and Registration information

If you plan to stay at the Denver Marriott South at Park Meadows Hotel, please call directly at 1-800-686-2767 and mention Colorado HFMA to get preferred rate of \$149.00 plus 5.1% state and city sales tax. Room cut-off date for reservations is April 7, 2010. All major credit cards are accepted at the hotel. Cancellation of reservations must be made prior to 6:00pm on the day of arrival



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ANNUAL CONFERENCE REGISTRATION FORM

Name (print): _____
 Title: _____ | _____
 Organization: _____
 Address: _____
 City, State & Zip Code _____
 Phone #: _____ Email address: _____
 HFMA Member? Yes ____ No ____ If yes, Member # _____
 AAHAM/NAHAM Member? Yes ____ No ____ If yes, Member # _____

Additional Registrants from the same organization:

In order to benefit from the discounted registration fee, subsequent registrants must register at the same time. Please include full name, title, member status and if member; member number and email address.

Registration Fees

Member- Registration	\$195.00	_____
Non-member – Registration	\$225.00	_____
Student Member	\$ 50.00	_____
Student Breakouts Only	\$ 25.00	_____

Additional registrations after first registrant from same facility each receive

a discount of 10% Discount:	\$175.50	_____
Non-member	\$202.50	_____

Breakout Sessions Only – Member	\$100.00	_____
Breakout Sessions Only – Non-Member	\$125.00	_____

If you physically attended the HFMA CO Chapter Uninsured Conference you may deduct the \$25 registration fee you paid. This is only if you attended and not if you registered and did not attend.

(\$25.00) _____



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