

10th Annual Great Fall Rural Conference

Presented by Colorado HFMA

September 21-23, 2011

Hotel Colorado- Glenwood Springs, Colorado



**COLORADO HFMA CHAPTER PRESENTS:
10th Annual Great Fall Rural Conference
Accountability in Changing Times**



Great Fall Rural Conference	
Wednesday September 21, 2011	7:00pm Exhibitor set up – Devereaux Room 6:00- 9:00pm Member Appreciation Networking Reception Glenwood Canyon Brewing Company Always a great networking event and a time to meet your colleagues Sign up to attend this on the registration form.
Thursday September 22, 2011	
7:00 am to 8:00 am	Registration with Hot Breakfast
7:30 am to 8:00 am	New Member Orientation
8:00 am to 9:15 am	Opening General Session: “Home on the Range...and the Clinic: The Patient Centered Medical Home in a Rural Context” Speaker: Marc Ringel, MD, Department of Family Medicine, University of Colorado School of Medicine, Aurora, CO Learning objectives: Brief review of the principles of PCMH and the reasoning behind them How PCMH applies to rural practices How PCMH and medical neighborhoods complement each other in a rural context Financial implications of practice re-engineering
9:15 am to 10:30 am	Keynote Presentation: “The Wagon To Disaster” Speaker: Aaron Beam, Former Health South CEO Aaron Beam’s talk will explain how he and Richard Scrusby founded HealthSouth and grew the company into a NYSE Fortune 500 company. However it all ended so badly when the fraud began in 1996. His talk will describe the corporate culture that allowed the fraud to continue for seven years. Aaron Beam will also discuss how you can spot the signs of ethical collapse in any company. Topics covered will include: 1) History of HealthSouth 2) The culture that existed at the company that allowed the fraud to begin 3) How accounting rules were bent before fraud began 4) How the fraud was carried out 5) How a weak board of directors contributed to the fraud 6) The lack of proper internal controls 7) The aftermath of the fraud 8) How to spot the signs that lead to an ethical collapse in any company 9) The importance of teaching ethics in schools, universities, and on the job.

10:30 am to 11:00am	Break with Sponsors	
11:00 am to 12:00 pm	<p>General Session: “Mercy Joplin-Post Disaster Operations and Planning. Speaker: Anthony Mwangi, Project Analyst, Mercy Health, Fort Scott, Kansas</p> <p>The presentation walks through the night of the disaster and subsequent operational challenges. The challenges of disposing of assets, planning to rebuild, interim operations, FEMA and business interruption insurance will be covered.</p>	
12:00 pm to 1:00 pm	Lunch and Networking	
	Break Out Sessions	
	CFO/Accounting Track	Revenue Cycle Track
1:00 pm to 2:15pm	<p>Compliance/HIPAA Panel:</p> <p>Panelists: Lynel Vallier, Compliance Officer, Boulder Community Hospital, Boulder, CO, Mimi Williams, VP Corporate Responsibility Officer Centura Health, Englewood, CO, Elaine Gerson, General Counsel/Ethics and Compliance Officer, Aspen Valley Hospital District, Aspen, CO</p> <p>And</p> <p>Mary Crumbaker, VP Corporate Compliance/CCO, Exempla Healthcare, Denver, CO</p> <p>This will be an interactive panel discussion and we will be polling attendees to questions in advance of the program – Each panelist will provide a brief discussion on emerging issues impacting health care and their organizations.</p>	<p>“Leveraging the Revenue Cycle in Uncertain Times”</p> <p>Speaker: Mike McDonald, Manager and Adam Earl Senior Associate, RSM McGladry</p> <p>During these times of shrinking reimbursement, it’s critical to manage the revenue cycle in order to sustain liquidity and fulfill the capital needs of health care organizations necessary for long-term growth. Participants will learn about the best practices related to reducing accounts receivable balances and increasing cash flows. The discussion will cover specific topics ranging from assessing your revenue cycle performance to completely restructuring your business office operations, including staffing appropriately, policy and procedure development, and cash flow management.</p>
2:15pm to 3:30pm	<p>“Improving Operational and Reimbursement Performance for Financial Success in a Critical Access Hospital Setting”</p> <p>Speaker: Ralph J. Llewellyn, CPA, CHFP, Partner, Eide Bailly, LLP, Fargo, ND</p> <p>Learning Objectives of Presentation: To identify and discuss the five strategies and best practices that separate the top performing Critical Access Hospitals from the rest of the pack</p>	<p>“Speed Dating the Revenue Cycle”</p> <p>Moderators: Julie Scott, Accountant, Valley View Hospital in Glenwood Springs, CO, Nancy Coppom, Billing Manager, Boulder Community Hospital, Boulder, CO and Gina Eastin, Director of Revenue Cycle Services, Yuma District Hospital & Clinics in Yuma, CO</p> <p>Participants will have the opportunity to network and share ideas and solutions with their peers. Topics of interest and concern will be gathered prior to the event and short roundtable discussions will give everyone the opportunity to share stories. This will be a great networking opportunity with a touch of fun & education!</p>

3:30 pm to 4:00 pm	Break with Sponsors
4:00 to 5:15 pm	<p>“The Final Countdown to ICD-10” Speaker: Kristi Stanton, RHIT, CCS, CPC, Senior Consultant for the Haugen Consulting Group, Denver, CO</p> <ul style="list-style-type: none">An overview of the ICD-10-CM and ICD-10-PCS coding systemsDiscuss health care trends, competing priorities, and how ICD-10 integrates with other initiativesDiscuss the benefits of ICD-10 dataPresent a timeline for ICD-10 implementationList hospital departments and professionals impacted by ICD-10Discuss the importance of role-based ICD-10 trainingPresent challenges hospitals are currently facing with ICD-10 implementation
5:15 to 6:30pm	Reception with Exhibitors/Sponsors Dinner on your own

**Friday September 23, 2011
Legal and Legislative Day**

7:00am to 8:00am

Breakfast with Exhibitors and Sponsors
And CFO Breakfast

8:00 am to 9:00am

**“Overview of the Colorado Healthcare Affordability Act (Provider Fee)
Speaker: Tom Nash, Vice President of Financial Policy, Colorado Hospital Association, Greenwood Village, CO**

This overview will include a description of how provider fees work, the process to implement them as well as key provisions in the legislation including its intended objectives, modeling of the fee and how the fee is impacted by Federal healthcare reform.

9:00 am to 10:00 am

**“Washington Update: Reform, the Deficit and Implications for Rural Providers”
Speakers: Chad Mulvaney, FHFMA, Technical Director, HFMA National, Washington, DC**

The implementation of ACA and the ongoing deficit discussions have significant implications for all providers. This presentation will examine key developments and help rural providers:
Identify legislative and regulatory changes that will impact them
Develop strategies to mitigate the impact of regulatory changes

10:00 am to 10:15 am

Break with Sponsors and Exhibitors

10:15 am to 11:30am

General Session "Health Reform: A National Problem Requiring Local Solutions"

Speakers: Michael Pramenko, MD, President, Colorado Medical Society, Grand Junction, CO and David West, MD, Vice President, Medical Affairs, Hospice and Palliative Care of Western Colorado, Grand Junction, CO

Presentation Goals
-Economics as true driver of need for health system reform
-Review the relevant aspects of Grand Junction's health system
-Identify opportunities for physicians in the current reform environment (CO-OPs, integrated networks - ACOs) and the need for leadership

11:30 am to 12:30pm

Closing General Session: Medicaid Update

Speaker: Jed Ziegenhagen, Director, Rates and Analysis Division, Colorado Department of Health Policy and Financing, Denver, CO

This closing presentation will cover the impact of the deficit reduction act on the state Medicaid program as well as the impact of healthcare reform and changes being considered for the Medicaid population.

Entire Program- 13 Continuing Education and CPE credit hours



HFMA Preferred method of registration for this event

Register Online: <http://www.hfma-co.org/registerByEvent.php?eventid=8>

You do not need to complete the form below information if you are registering on line. Only registrants paying program fee by credit card are accepted in the on line system.

Note: When registering on line for credit card payment, ignore the request for your Pay Pal Account number and go directly to the area to the left. In addition, if you are paying by credit card you need to indicate mailing address in on line registration that is the same as where your credit card bill is being sent or it may not process credit card payment. Also, we do not accept American Express Cards so please use MasterCard or VISA.

Additional method of registration for this event

Mail or fax your completed registration form

Please complete the form below and either mail with check payable to HFMA Colorado to:
Hal Prink, Office Manager
HFMA Colorado Chapter
47 Shetland Ct. Littleton, CO 80130-3906
Or Fax to 720-294-0629 with credit card Info

_____ Visa _____ MasterCard _____ American Express
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hfma™ colorado chapter
healthcare financial management association

Great Fall Rural Conference Glenwood Springs, Colorado
September 21-23, 2011 Registration Form

Name (*print*): _____

HFMA Member? Yes No Member# _____ Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone #: _____ Email address: _____

(Additional Registrants receive a 10% Discount)

Name #2: _____ HFMA Mbr? Yes No

Title: _____

Name #3: _____ HFMA Mbr? Yes No

Title: _____

Name #4: _____ HFMA Mbr? Yes No

Title: _____

Registration Fees

Member- Registration	\$195.00	_____
Non-member – Registration	\$225.00	_____
Additional registrations after first registrant from same facility each receive a discount of 10% Discount: - Must register at same time as first registrant		
Member	\$175.50	_____
Non-member	\$202.50	_____

Total amount enclosed \$ _____

Optional Activities

Member Appreciation Networking Reception (Attendance Limited to 80) Sept, 21, 2011
At the Glenwood Canyon Brewing Company

Hosted by the Colorado HFMA Chapter
Come Early and Network with your Colleagues. (*Appetizers and 2 Drink Tickets included*)

Yes ___ No ___ # in party ___

Hotel Reservations:

If you plan to stay at the Historic Hotel Colorado, please call directly at (800) 544-3998 or 970-945-6511 and mention Colorado HFMA to get preferred rate of \$119.00 plus 11.1% state and city sales tax. Room cut-off date for reservations is Wednesday, August 31, 2011 All major credit cards are accepted at the hotel. Cancellation of reservations must be made prior to 6:00pm on the day prior to arrival.

We have some overflow space at the Marriott Courtyard Hotel at 105 Wulfsohn Road in Glenwood Springs and the room rate is the same as the Hotel Colorado - \$119. Phone number for reservations is 970-947-1300 and the cutoff date for registrations is August 31, 2011. Our room block for this hotel is under Colorado Healthcare Financial Management Association.

Special Thanks to Annual Sponsors

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