

2011 Annual Conference

The Changing Face of Healthcare

April 20-22, 2011- Denver Marriott South at Park Meadows Lonetree, Colorado

Healthcare has always been in a state of change from the advent of the Medicare program and then Medicaid, along with numerous federal and state regulations changing constantly. The biggest change, however, is just ahead with healthcare reform despite aspects of it being challenged. Some changes have already taken place or are in process. All of this will impact the delivery of healthcare by hospitals, physicians and other providers and most of all how you get paid.

This conference will address these issues starting with the presentation on the economic impact of healthcare led by the National HFMA Chairman-Elect and Executive Vice President and CFO of Baptist Health of South Florida, Ralph Lawson. Mr. Lawson will lead an interactive program utilizing an audience response system to garner your participation and input. Back by popular demand, this session by itself is worth the price of admission.

In addition to timely breakout sessions focusing on Finance and Revenue Cycle issues you will have the opportunity to hear about the Revenue Cycle Best Practices program, an HFMA National program referred to as MAP.

You will hear the latest on the HFMA National MAP project which takes a whole new perspective on revenue cycle management citing best practices, the importance of benchmarks as well as development of key performance indicators.

Closing out the program, Lorez Meinhold, Director of Healthcare Reform for the Governor's Office will discuss the impact and implementation of the recently passed legislation on health exchanges. In fact, this was a highly recommended topic at the recent 2011 Compliance Conference held in February.

Not only will this be an exceptional educational opportunity but an excellent time to network with colleagues, peers and your HFMA friends. We always have lots of fun as well! Plan to attend this great program!

Thank you,

Christine Newgren

President, HFMA Colorado Chapter

The Annual Conference qualifies for 12 CPE and CE credits.

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 Annual Conference to get the preferred rate of \$149.00 plus state and city sales tax. Room cut-off date for reservations is Tuesday, April 5, 2011. All major credit cards are accepted at the hotel. Cancellation of reservations must be made prior to 6:00pm on the day of arrival.



2011 Annual Conference Agenda

Wednesday, April 20, 2011

10:00 am - 4:00 pm	<p><u>Certification Coaching Course</u> Contact Chad Krcil or Chip Davis for more information. Contact information can be found on the attached registration form. To register for this complete registration information on the attached registration form.</p>
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Thursday, April 21, 2011

7:30 am - 8:30 am	<p>Registration, Breakfast with Exhibitors & New Member Orientation</p> <p>If you are a new member or have never attended a new member orientation now is the time to do it. Find out all the benefits of HFMA membership and activities/opportunities available in the Colorado Chapter. Indicate your attendance on the attached registration form.</p>
8:30 am - 10:00 am	<p>Keynote Address: An Industry in Transition: US Healthcare Economics Ralph Lawson, CPA, FHFMA, Executive Vice President and CFO, Baptist Health South Florida, Miami, Florida and Chairman Elect HFMA National.</p> <p>The United States consumes more healthcare than any other country in the world while individuals, governments and employers struggle to pay the bill. The U.S. recession has exacerbated the problem for providers and payers alike. Even after passage of historic healthcare reform legislation last March, many believe that the healthcare financing system remains unsustainable. The November 2nd Elections and changes in Congress further blur the future of healthcare in America. This presentation will focus on understanding the current state of U.S. healthcare economics and the implications of the inevitable changes that will be required over the coming years. This presentation will be interactive allowing participants to express their opinions to polling questions with immediate polling results. Ralph updates this presentation every week as market conditions and politics change. So the questions you may have responded to at a previous HFMA meeting, will be different than the polling questions at the Colorado Chapter Annual meeting. This presentation captures the constant state of flux of U.S. healthcare and provides insights as to how to survive and/or prosper in the changing world of healthcare in America. You will not want to miss this presentation with the latest information on the U.S. healthcare system and its impact on your organization.</p>
10:00 am - 10:30am	<p>Networking Break Sponsored by GHX</p> 
10:30 am - 12:00pm	<p>Bending the Cost Curve: Rick Wagner, CPA, FHFMA, Partner, Eide Bailly, Golden, CO</p> <p>This program will walk through an actual Hospital's experience at bending their cost curve by changing the way they treat their patients prior to Hospitalization. You will learn:</p> <ol style="list-style-type: none"> 1. What can be done to prepare for ACO's and reduced payments 2. How do you review your own facility's specific patient issues 3. How to organize a group to review these issues 4. Out of the box thinking on solving large losses for patient visits 5. Demonstrating some outcomes from an actual Hospital's experience
12:00 pm - 1:30 pm	

**Lunch
With Installation of Officers,
Business Meeting
and Awards**

1:30 pm - 3:30 pm

Finance Track

Medicare Reimbursement Update

Speaker: Ann King-White, CPA, CHFP, Partner and Valerie Boswell, Supervising Consultant, BKD LLP, Denver, CO

This session will explore the New Medicare Cost Reporting for hospitals that takes effect during 2011. The presenters will discuss the importance of planning for the cost report new line structure and how it could benefit your organization. The session will include an update of related reimbursement issues for hospitals and other providers.

**What are we doing about Healthcare Reform
Moderator Cheryl Curry, VP/CFO, Avista
Adventist Hospital, Louisville, CO**

Panelists: Leonard J. Dryer, Jr., Senior Vice President, CFO, The Children's Hospital, Aurora, CO, Dave Hesselink, CFO, Physician Enterprises, Centura Health, Englewood, CO, Tim Cashman, CFO, Gunnison Valley Hospital, Gunnison, CO

This interactive session with CFO experts will discuss their organizations success and answer questions posed by attendees in advance of the conference.

Revenue Cycle Track

Improving Healthcare Payment Posting Through the Effective Use of Technology

Speakers: Jo Pearce, Manager, Cash Control, Centura Health, Englewood, CO and Pete Wheeler, CTP, Senior Vice President, Wells Fargo Bank, NA, Charlotte, NC

The speakers will provide an overview of various banking and other tools for creating efficient and timely payment and insurance payment posting and will share results of what Centura Health has done to significantly improve the process

The Trauma of Getting Paid: Tortfeasors, Lien, Medicaid and Other Payment Sources for Emergency Treatment

Speakers: Sharon Caufield, Partner and Sally Berg, Associate Caplan and Earnest, Boulder, CO

In most cases, Colorado hospitals are entitled to receive payment for the reasonable and necessary charges for treatment of patients who have been injured by wrongful conduct. Hospitals have the right to file a lien for these payments, which may be enforced during the settlement or trial related to an incident of care. But there are many complexities to collecting on the hospital's lien. For example, lien rights may be assigned, the patient must be "made whole," the hospital may be forced to share the fees of the patient's attorney, and there may be an interaction between Workers' Compensation, Medicaid, Medicare and the rights of the lien-holder. Meanwhile, non-hospital providers may feel they are left to watch from the sidelines. This program will address these issues through a review of Colorado law, followed by an interactive discussion of hypothetical payment scenarios.

3:30 pm - 4:00 pm

Networking Break Sponsored by Volt Workforce Solutions



4:00 pm - 5:30 pm

HFMA's MAP Process

Speaker: Suzanne Lestina, CHFP, CPC, Director, Revenue Cycle MAP Initiative, HFMA National, Chicago, IL

Suzanne Lestina who heads up the MAP Initiative for HFMA National will present an overview of the revenue cycle management best practices and measures as gathered across our diverse and extensive membership communities. She will share the importance of benchmarks and their ability to impact management decision making. The approach to key performance indicators (KPI's) development and promotion stresses the value of consistent measures and peer comparison with solutions that can bring improvement to any provider's financial performance and enhance customer satisfaction. This presentation will demonstrate why peer compare analytics create new opportunities for your institution to improve your revenue cycle performance and will cover the following:

1. Aspects of reform and current environment that affects revenue cycle
2. Revenue cycle imperatives
3. Meeting these needs through evidence- based improvement
4. HFMA KPI's
5. How HFMA MAP fosters performance improvement

The key takeaway will be how KPI's are used in performance improvement (lessons from MAP award winners)

5:30 - 6:30 pm

Reception Sponsored by CBCS



6:30 - 9:00 pm

Rock and Roll Bingo- Free to Attend- Cash Bar
Sponsored by EOS-CCA



Friday, April 22, 2011

7:30 am - 8:30 am	Provider CFO's Only Networking Breakfast	
7:30 am - 8:30 am	Breakfast with Exhibitors	
8:30 am - 10:30 am	<p>Finance Track</p> <p>Medicare/Medicaid Investigation Issues Speaker: William Fischer, Holland & Hart, Denver, CO You will gain an understanding of high risk areas in Medicare/Medicaid reimbursement and compliance, how to mitigate risk through preventative measures and how to evaluate response strategies for incidents of non-compliance.</p> <p>2011 GAAP Update Speakers: Mark Belfance, CPA, Partner, Assurance Services and Brandon Eggleston, Senior Manager from Ernst & Young, LLP, Denver, CO You will get the latest pronouncements that affect the not-for-profit world and how these pronouncements will affect your organization. You will also find out what is in the pipeline of FASB that may impact your financial statements</p>	<p>Revenue Cycle Track</p> <p>Revenue Cycle Round Table/Panel Discussion</p> <p>Panelists: Melissa Greer, Senior Director Revenue Cycle Operations, University of Colorado Hospital, Aurora, CO, Leslie Richard, Director, Revenue Cycle, Centura Health, Englewood, CO, Jessie Smith, Director, Revenue Cycle, Parkview Medical Center, Pueblo, CO, Debra Thomas, Director, Revenue Cycle, Poudre Valley Health System, Fort Collins, CO and John Wilson, Director of Patient Accounts, Vail Valley Medical Center, Vail, CO Moderator, Stephanie Warth, CHFP, CPAM, Customer Service Manager, Valley View Medical Center, Glenwood Springs, CO</p> <p>This interactive session of revenue cycle experts will share their successes and answer questions submitted from attendees in advance of the conference.</p>
10:30am - 11:00am	Break with Exhibitors and Prize Drawings	
11:00 am - 12:00 pm	<p>Closing General Session: Lorez Meinhold, Deputy Policy Advisor, Governor's Office of Policy Initiatives, State of Colorado, Denver, CO</p> <p>Lorez Meinhold, who has been involved in healthcare issues for many years, will discuss the impact and implementation of health exchanges in the state</p>	
	Adjournment	

The Annual Conference Qualifies for 12 CPE and CE Credits

Platinum Sponsors



Silver Sponsors



Registration Form

Attendees Name
print): _____ CHFP _____ FHFMA _____

HFMA Member? Yes ___ No ___ If yes, please indicate Member # _____

Title: _____

Organization: _____

Address: _____

(If registering on line use the mailing address for your credit card statement)

City: _____ State _____ Zip Code _____

Phone #: _____ Email address: _____

Registration Fees - Early Bird - Payment by April 1, 2011

Member- Registration	\$195.00 _____
Non-member - Registration	\$250.00 _____
Certified member - CHFP or Fellow	\$175.50 _____

Registration Fees - After April 1, 2011

Member Registration	\$225.00 _____
Non-Member Registration	\$275.00 _____
Certified Member - CHFP or Fellow	\$202.50 _____

Full Time Student Registration Free _____

Certification Coaching Course - Wednesday, April 20, 2011

10:00am - 4:00pm - Please indicate attendance Free _____

Contact Chad Krcil at chad.krcil@mcgladrey.com

or Chip Davis at chip_davis@msn.com

New Member Orientation - Thursday, April 21, 2011

7:30 to 8:30am -Please indicate attendance Free _____

Provider CFO's Only Breakfast - 7:30 - 8:30am -

April 22, 2011 Please indicate attendance Free _____

Rock and Roll Bingo Sponsored By EOS-CCA

Thursday April 21-6:30-9:00pm

Please indicate attendance Free _____

Additional registrants from the same organization - 10%

Discount off registration fees as noted above _____

(NOTE: You must all register at the same time)

If you or your colleagues registering on this form attended the Uninsured Conference, deduct \$25 per person _____

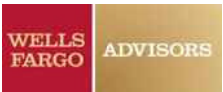
Total amount enclosed \$ _____

Please Note: No refunds for cancelled registrations after April 15, 2011

Gold Sponsors



Silver Sponsors



Provider Coupons

If you are a provider and would like to use one of the provider coupons (currently over 20 are available) from our annual sponsors please contact Hal Prink, Office Manager to see if they are available for this conference. These are only available to provider members (one per organization) and we have a limited number available on a first come-first served basis.

Please list additional registrants including full name, title and email address:

Payment Options:

1) Online: Preferred method of registration:

<http://www.hfma-co.org/registerByEvent.php?eventid=6>

Pay Pal using HFMA Colorado Chapter Online Registration -- Credit card - MasterCard or VISA or pay by check (to be mailed to Office Manager after registering on the online system

(Please Note: When registering on online and using a credit card you must use the same address for registering that is your credit card mailing address or the payment will not be processed.)

2) Registration Via mail or fax:

Payment by Credit Card if not using On Line Registration Process

Credit Card: _____ Visa _____ MasterCard **Note: we no longer accept American Express**

Credit Card # _____

Expiration Date _____

Cardholders Name (Print) _____

Cardholders Signature _____

Fax credit card payment to 720-294-0629 along with completed registration form.

Payment by Check:

Please make check payable to Colorado HFMA and mail (or fax to 720-294-0629) with payment to follow along with completed registration form to:

Hal Prink, Office Manager,
HFMA CO Chapter
1813 E. Buena Vista Dr.
Chandler, AZ 85249

If you have any questions, call Hal Prink at 720-277-7813 or e-mail at halprink@comcast.net . You will receive a confirmation by e-mail.

Bronze Sponsors



Provider Sponsors

