



hfma region 10
healthcare financial management association

Engaging Healthcare Reform Attitudes at High Altitudes

July 27-29, 2011

Denver Marriott Tech Center

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Schedule-At-A-Glance

*Optional Activities Before and/or After the Conference

Optional Activities for the Family While You Attend the Conference

Hotel: Fitness Center; Indoor and Outdoor Pools (Children's Pools); Whirlpool
Activities within 5 miles of Hotel (complimentary shuttle): Jogging Trail (.5 mile); Tennis (1 mile); Biking Trail (1 mile); Antoine Du Chez Spa (1 mile); Sailboat and Jet Ski rental at Cherry Creek Lake (2 miles); Bowling (4 miles); Miniature Golf (5 miles); Greenwood Village and Village at the Landmark shops (5 miles)



Wednesday, July 27, 2011

7:30 am Golf Outing at Arrowhead Golf Course, Littleton
8:00 Certification Coaching Class - 6 hour session; box lunch provided

12:00 pm Registration Opens; Exhibitor Set Up
2:30 **The State of Healthcare Reform**
3:30 Break
4:00 **The State of Healthcare Reform**
5:30-7:00 Welcome Reception



Thursday, July 28

7:00 am Breakfast; Registration Open
8:00 *Concurrent Sessions*
101 - **Physician Hospital Collaboration and ACO Development**
102 - **Medicaid Integrity Contractors: Preparing for and Surviving the Audits**
9:30 Break
10:00 201 - **The Outlook for Hospital Tax Exempt Debt**
202 - **Value Based Pricing and the CDM**
11:45 Lunch - **Rural ACOs**
1:15 pm 301 - **Federal Value-Based Payment Systems**
302 - **Defending Payer Audits**
2:30 Break
3:00 401- **Economics of Health Care Reform - How to Survive**
402 - **Lean Six Sigma Revenue Cycle**
5:00-7:00 Reception

Friday, July 29

7:00 am Breakfast; Optional Breakfast Session: **Cost Report Changes**
8:00 **Value Based Purchasing – Scoring Impact on Payment under Healthcare Reform**
9:30 **Change the Buzz, Bee the difference**
10:30 Break
11:00 **Corporate Ethics - Lessons Learned from HealthSouth**
12:30 pm Conference Ends

*Optional Activities Before and/or After the Conference

Denver Area: <http://denver.org/what-to-do/must-see-denver>

U.S. Mint; 16th Street Mall - Pedestrian Mall; LoDo Historic District; Denver Museum of Nature and Science; Denver Zoo; Denver Botanic Garden; Cherry Creek Shopping District; Amusement Parks - Lakeside Amusement Park; Elitch Gardens; Water World

Golden

Red Rocks Amphitheatre and Visitor Center; Coors Brewery Tour; Buffalo Bill Museum and Grave

One Hour Drive from Denver

Central City & Blackhawk (two old gold mining towns with casinos); Georgetown Loop Railroad; City of Boulder

A Day Trip

Rocky Mountain National Park: <http://www.nps.gov/romo>

Royal Gorge Railroad & Amusement Park: <http://www.royalgorgebridge.com/>

Wednesday, July 27

7:30 am Golf Outing at Arrowhead Golf Club, Littleton - *Breakfast and Lunch included* - Registration on page 6
8:00 Certification Coaching Class - Denver Marriott Tech Center; 6 hour session; box lunch provided
12:00 pm Registration Opens; Exhibitor Set Up

2:30 Welcome: JJ Carmody, Region 10 Executive and Conference Chair; Cathy Wolff, Colorado Chapter President
The State of Healthcare Reform

Richard L. Clarke, FHFMA, President and CEO, Healthcare Financial Management Association

In light of the ongoing legal, political, and funding battles over the Affordable Care Act, how should providers be preparing for reform law implementation? Dr. Clarke will assess the volatile environment surrounding reform in the context of strategies that will help put the healthcare industry—and your organization—on a sustainable course.

Objectives: ▪ Discuss how providers should prepare for implementation of healthcare reform legislation; ▪ Describe key strategies and organizational capabilities needed for success in the new era of health care

3:30 Refreshment Break with Exhibitors

4:00 **The State of Healthcare Reform**

Richard L. Clarke, FHFMA, Moderator for Panel of Region 10 Hospital Association CFOs represented by Larry Dupper, FHFMA, CFO, Valley View Hospital, Glenwood Springs, CO

Jim Haynes, Sr. Vice President and CFO, Arizona Hospital and Healthcare Association

Tom Nash, Vice President of Financial Policy, Colorado Hospital Association

Other Regional States' Hospital Association's Financial Representatives have been Invited

The states' hospital association financial representatives plus a Colorado Hospital CFO will provide the perspective from their view point and how the Affordable Care Act will affect their state. This interactive session will provide many diverse viewpoints and be of interest to all who call the mountain states home.

5:30 - 7:00 Reception with Exhibitors; Golf Outing Awards

Thursday, July 28

7:00 am Breakfast with Exhibitors; Registration Open

8:00

101 - Physician Hospital Collaboration and ACO Development

Dr. Mark Rumans, Physician In Chief, Billings Clinic

Developing an Accountable Care Organization and moving from volume based payment to value based payment will require enhanced physician hospital collaboration. This presentation will cover Billings Clinic's integrated model of care and its experience with the Physician Group Practice Demonstration and ACO development.

Objectives: ▪ Understand ACO development in an integrated delivery model; ▪ Gain an understating of how physician hospital collaboration can successfully transition an organization to value based payments; ▪ Describe the measures required for successful ACOs

102 - Medicaid Integrity Contractors: Preparing for and Surviving the Audits

Tanja Twist, Sr. Director of Operations, Adreima

Objectives: ▪ Understanding the Medicaid Integrity Contractors, including their scope of work and target areas; ▪ Differences of the various agencies and their contractors will be outlined, including their auditing methods (desk vs. field reviews); ▪ Best practices for preparing for and handling the audit requests; ▪ Overview of all of the post-payment governmental agencies (including RAC) their similarities and their differences; ▪ Map of Arizona (and other states) with a review of all the agencies currently under contract; ▪ Sample of an actual MIC Provider Intake Questionnaire

9:30 Refreshment Break with Exhibitors

10:00

201 - The Outlook for Hospital Tax Exempt Debt

Jan Schorr, Capital Markets Advisor for Markets and Healthcare Systems, Melio & Company

The recent history of capital Markets will be reviewed as well

202 - Value Based Pricing and the CDM

Nick Pafas, Revenue Cycle Manager, Fiscal Services, Cleveland Clinic

Michael Najera, Senior Manager, Craneware Professional Services, Craneware. Inc.

The recent history of pricing for healthcare services will be

Thursday, July 28 (con't)

10:00

201 - Outlook-Hospital Tax Exempt Debt

as how to navigate the current market when issuing municipal debt, structure alternatives and what the rating agency perspective is when rating hospitals in this market.

Objectives:

- Understand current market conditions;
- Learn alternatives for issuing debt in 2011;
- Understand rating agency perspectives

202 - Value Based Pricing and the CDM

discussed and creating pricing based on value of the services provided. By discussing the Cleveland Clinic's approach to value based pricing, we will address how pricing can be responsive to patient satisfaction, managed care contracting, the competitive environment and overall organizational revenue strategies.

Objectives:

- Understand the definition of Value Based Pricing;
- Using Cleveland Clinic's experience, understand the factors that impact pricing strategy

11:45

Lunch and Presentation - **Rural ACOs**

Clint MacKinney, M.D., University of Iowa

Dr. MacKinney will describe how health care reform legislation is moving health care toward value and integration & how accountable care organizations (ACOs) may be a vehicle for this change. He will describe accountable care organizations, why rural and urban providers need to understand this new Medicare program and offer suggestions to rural hospitals about how best to prepare for ACOs.

Objectives:

- Understand the emphasis of "value" and "integration" in health care reform;
- Understand the ACO health care payment and delivery system model ;
- Understand how to prepare for ACO participation

1:15 pm

301 - Federal Value-Based Payment Systems

Danielle A. Lloyd, Sr Director, Reimbursement Policy & Analysis, Premier Healthcare Alliance

In this session, you will learn the latest from Washington about the payment and delivery system changes within healthcare reform affecting your hospital or health system and how they will wend through the regulatory process.

Objectives:

- Explain federal inpatient value-based purchasing, hospital-acquired conditions and readmissions payment policies and how they will impact hospital reimbursement.

302 - Defending Payer Audits

Denver Health

Intermountain Healthcare

These organizations will share their success stories surrounding defending payer audits and working denials.

2:30

Refreshment Break with Exhibitors

3:00

401 - Economics of Healthcare Reform - How to Survive

Chris Rivard, Partner, Chair of Health Care Industry Group, Moss Adams LLP

With one and half years into PPACA, several questions emerge. Where do we stand? What have we learned - lessons, challenges, best practices? What is vital to survival in the changing world of health care?

Objectives:

- The vital areas of focus necessary to survive and thrive;
- Preparing for the changes still to come

402 - Application of Lean in the Revenue Cycle Methodology, Case Studies, Results & Lessons Learned

Philip Goodman, Director, Lean Systems Improvement, Denver Health

A description of the logistics required to implement a robust lean program in the Revenue Cycle Value Stream, as well as several actual case studies with documented *sustained results* will be provided. Denver Health began its tremendously successful Lean Journey in 2005.

Using Lean Six Sigma to Improve your Healthcare Organization

Julie Schaaf, Operational Excellence Consultant, Billings Clinic

Billings Clinic has been using Lean Six Sigma methodology for over 3 years across the organization with 7 internal certified black belts, 20 green belts, and over 200 yellow belts. This presentation will show how to use this simple methodology in your own facilities to reduce variation and waste.

Lean Six Sigma Revenue Cycle Project

Doug Smith, Regional CFO, Intermountain Healthcare

After seeing what a local manufacturer, Autoliv, was accomplishing in 2007, Mr. Smith's CEO started to implement "Lean-Toyota Production System" type principles in their operations. They have implemented process improvement, lean management structures and worked to change the culture to have a high level of focus on continuous improvement and quality.

5:00 - 7:00

Reception with Exhibitors; Prize Drawings
A Fun Event for All Ages

Friday, July 29

7:00 am Breakfast with Exhibitors

Optional Breakfast Session: **Cost Report Changes**
Cheryl Storey, Health Care Partner, Moss Adams LLP

CMS has updated the cost report forms effective for cost report years beginning on/after April 1, 2010. That means June 30, 2011 year ends will be the first big wave of filers using the new forms. Come learn about the changes so that you can plan to have your data ready and available when it becomes time to file your report.

Objectives: ▪ To learn about the changes in the Medicare cost report forms; ▪ Learn about new information CMS will be collecting via the cost report; ▪ Improve reporting of charity care numbers on Worksheet S-10, EHR settlements via the cost report, and segregation of low cost/high cost supplies.

8:00 **Value Based Purchasing - Scoring Impact on Payment under Healthcare Reform**
Rob Schile, Principal, LarsonAllen

The move to value based purchasing will create a transition where maximizing revenue streams will be directly correlated to value and not volumes. This transition will require health care executives to analyze third party payor contracts differently than they are accustomed to. Success will depend on their ability to position their organizations to share in the value improvements, and avoid outright payment reductions. This session will provide an overview of what value based purchasing means, and key issues health care executives need to understand in order to position their organizations for success in the future.

Objectives: ▪ Understand key elements associated with value based purchasing; ▪ Overview of strategies to focus on in third party payor negotiations; ▪ Understand the range of potential financial benefit and/or risk associated with the payment reform transition through an interactive financial model demonstration.

9:30 **Change the Buzz, Bee the difference**
Randy Morgan, President, Red Shoe Solutions

Hornets or honey bees, whether your office is an angry swarm or a happy hive is up to you. Strezz is not a result of our "to dozzz" but our storiezz. Bee the one who pollinates good ideas. Share the nectar of encouragement and recognition. Bee the honey and not the sting.

Objectives: ▪ To change the buzz in our office, we must first change the buzz in ourselves; ▪ The key to any successful change is not action, but awareness; ▪ Deterrence "the sting" (no matter how justified), is NEVER a successful long term strategy.

10:30 Refreshment Break with Exhibitors

11:00 **Corporate Ethics - Lessons Learned from HealthSouth**
Aaron Beam, Former CFO, HealthSouth Corporation

Mr. Beam will explain how he and Richard Scrusby founded HealthSouth. He will describe the corporate culture that allowed the fraud to take place.

Objectives: ▪ How to spot the signs that lead to ethical collapse; ▪ The importance of teaching ethics; ▪ The lack of proper internal controls

12:30 Grand Prize Drawings

Hotel Reservations

The HFMA Conference Room Rate is \$179 plus state and local taxes of 14.85%. That rate is guaranteed only until Friday, June 24, 2011. Please make your room reservations for the Marriott Denver Tech Center online at this link: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2670105. You also may call 800-266-9432 to make reservations, but please indicate you are attending the conference "Engaging Healthcare Reform Attitudes at High Altitudes" so you are charged correctly. The daily parking rate has been discounted to \$5 per day. For more information about the Marriott: <http://www.marriott.com/hotels/maps/travel/dentc-denver-marriott-tech-center/> or call 303-779-1100.

Transportation

The Denver Marriott Tech Center is 24 miles from Denver International Airport with an average commute time of 30 minutes. Cars can be rented at the airport and there is a Hertz office at the hotel. Alternate transportation is Denver Airport Shuttle Express which is \$19 one way or \$32 round trip. For this rate, please make your reservations prior to traveling, indicate you are with HFMA Region 10 Conference and visit the website: <http://www.bestshuttlesofco.com> or call 303-342-3424. Estimated taxi fare is \$60 one way.

Engagers of Healthcare Reform

Aaron Beam, Former CFO, HealthSouth Corporation, a company that he and Richard Scrushy started in 1984 which grew to the 350th. largest public company in the US. Mr. Beam took part in the fraud at HealthSouth and received prison time as a result. He retired from HealthSouth in 1997 and now does public speaking.

Richard L. Clarke, DHA, FHFMA is President and Chief Executive Officer of the Healthcare Financial Management Association (HFMA), Westchester, IL, a professional membership association with more than 35,000 members in 68 chapters who share an interest in the financial management of the delivery of healthcare services. Dr. Clarke has held this position since June 1986.

Larry Dupper, FHFMA has been CFO of Valley View Hospital since July 1998. During his tenure, Larry has directed financial improvements resulting in a major rebuilding of the campus facilities that were recognized in 2007 by the Center for Health Design and Healthcare Design Magazine with the Gemini Award for combining the twin attributes of world class architecture with exceptional patient care culture.

Philip Goodman, Director of Lean Systems Improvement, Denver Health Medical Center has over 30 years of clinical, administrative and process improvement experience as a Critical Care Respiratory Therapist and as the Service Line Administrator for the Department of Medicine. He earned his Lean Black Belt in 2005 and has overseen the Lean Initiative and Journey of Transformation since its inception in 2005.

Jim Haynes, is Sr. Vice President and CFO of the Arizona Hospital and Healthcare Association, a position he had held for the last ten years. In this role, Mr Haynes is responsible for the financial affairs of the Association, the for profit service organization, office operations and is heavily involved in the review of the impact of government regulations on the financial health of hospitals in the state.

Danielle Lloyd is the senior director for reimbursement policy and analysis at the Premier healthcare alliance, a 2006 Malcolm Baldrige National Quality Award recipient. Entirely owned by more than 200 of the nation's leading not-for-profit hospitals and healthcare systems, Premier serves more than 2,500 hospitals and more than 70,000 other healthcare sites.

Clint MacKinney M.D. has worked in health care for nearly 30 years – the first 14 years as a rural family physician, practicing the full scope of family medicine. Currently, Dr. MacKinney works as a full-time emergency department physician in rural Minnesota. Dr. MacKinney is an assistant professor in the Department of Health Management and Policy at the University of Iowa, College of Public Health.

Randy Morgan, CSP, President, Red Shoe Solutions is a nationally-recognized expert in the areas of Affective Leadership and Astonishing Service. As a professional speaker, he is sought after for his expertise in high-level customer service and service leadership. Mr. Morgan uses his passion for understanding the psychology of peak performance to create an amazing laughing and learning experience for his audience.

Michael Najera, Senior Manager, Craneware. Inc. brings over 15 years healthcare experience having served in several roles along the revenue cycle including Health Information Management, Case & Quality Management and Finance in for-profit, not-for-profit and government settings. Mr. Nájera assists clients in maximizing their return on investment by providing software and healthcare operations expertise.

Tom Nash, is Vice President of Financial Policy for the Colorado Hospital Association. He provides financial expertise and resources to the executives and management teams of CHA's 95 member hospitals and health systems. Mr. Nash advocates and lobbies on behalf of member hospitals and serves as their primary financial representative in dealings with the Governor's office, state Legislature and regulatory bodies.

Nick Pafas is a Revenue Cycle Manager at the Cleveland Clinic in Cleveland, Ohio. He currently manages pricing for the 10 Northeast Ohio hospitals, and has been heavily involved in implementing a value-based pricing strategy at the Clinic since 2006. He has worked in healthcare finance since 1996, in payor, provider and consulting organizations.

Chris Rivard is a Partner with Moss Adams and Chair of the Firm's Health Care Industry Group. Mr. Rivard has 25 years of public accounting experience and serves health care organizations of all types including hospitals and medical groups. He is a frequent speaker and author on healthcare industry issues.

Mark C. Rumans, M.D., MMM, currently serves as Physician in Chief at Billings Clinic in Billings, Montana, providing senior physician leadership for the community-governed, not-for-profit health care organization based on the medical foundation model, with an integrated 240-physician group practice, 300-bed hospital and 90-bed continuing care facility.

Julie Schaaf, is a CPA and certified black belt leading internal process improvement projects with the Operational Excellence Department at Billings Clinic in Billings, Montana. Julie has spent the last 13 years specializing in healthcare finance at the clinic. Prior to joining the clinic, she spent 4 years at EideBaily LLP with a focus in non-profit and healthcare audit work.

Robert Schile is a Principal with the public accounting and consulting firm of LarsonAllen. Mr. Schile has over 20 years of experience in public accounting and business consulting devoted almost exclusively to the health care industry. He has varied experience in health care financial management issues, particularly financial and operational consulting, reimbursement analysis and advisory services and forecasts.

Jan A. Schorr, Managing Director at Melio & Company, has over 20 years of experience in the healthcare industry working with hospitals, healthcare systems, and academic medical centers. Ms. Schorr was a Vice President in the Healthcare Group at Ambac and a healthcare investment banker at both Bear Stearns and George K. Baum.

Doug Smith, is the CFO of the Northern Region of Intermountain Healthcare in Utah. He studied Economics and Business Administration and has worked in Healthcare finance for 21 years. The Intermountain Northern Region is made up of three hospitals ranging from a small rural hospital to a large urban hospital. It is part of the 22 hospital integrated healthcare system "Intermountain Healthcare" based in Utah.

Cheryl Storey has been with Moss Adams since 2001 and has more than 30 years of experience in the health care field. Ms. Storey specifically focuses on various Medicare and Medicaid reimbursement issues and related billing and coding issues. She works with health care providers on graduate medical education programs and resident FTE counts and start up of new residency programs.

Tanya Twist is currently the Senior Director of Operations for Adreima. Adreima advocates for hospitals nationwide, providing revenue cycle management services supported by a deep knowledge of state-specific issues and unparalleled in-house expertise in Medicaid and Disability eligibility plus hospital reimbursement. Ms. Twist has over 20 years of experience in healthcare management.

Golf Outing

Get Your Team Together; Join Us for a Round of Fun and Prizes!!



- Where: Arrowhead Golf Course, 10850 West Sundown Trail Littleton, Colorado 80125, 303-973-9614; www.arrowheadcolorado.com
- When: Wednesday, July 27, 2011
- Time: 7:30 am Shotgun Start
- Event: 4 Person Team Scramble; Breakfast & Lunch Served
- Prizes: Awarded at the 5:30 pm Reception in Exhibitor's Area

Contests:

- 1st, 2nd and 3rd Place Team Finishers
- Longest Drive for Women and Men / Longest Putt / Closest to the Pin

Arrowhead Golf Course: Voted # 1 public course in the Denver area, as well as one of America's "Top 75 Public Courses" by, Golf Digest, this Robert Trent Jones Jr.-designed course is truly the golf experience of a lifetime; or more accurately, millions of lifetimes.

Tournament Fees: (√ your choice)

- Early Bird (By 6/20/11) Foursome & Tee Box Sponsorship - \$ 415 (savings of \$ 50) _____
- Early Bird Foursome - \$ 340 _____
- Early Bird Single Player - \$ 85 ; Early Bird 2-3 Players ____ (# players) X \$ 85 = _____
- (6/21/11 & After) Foursome with Tee Box Sponsorship - \$ 455 (savings of \$ 50) _____
- Foursome - \$ 380 _____
- Single Player - \$ 95 ; 2-3 Players ____ (# players) X \$ 95 = _____

IMPORTANT: Please check if you will need transportation to and from the course _____

SPONSORSHIP OPPORTUNITIES

- Tee Box - \$ 125 (Scrolling Company Logo Marquis on Cart GPS at Designated Tee, Listing at golf registration, Recognition at reception) _____
 - 1st, 2nd, 3rd Place Prize Money - \$ 500 (Golf registration signage, Team Prize Presenter at reception) _____
 - Longest Drive-(2) @ \$ 75 (Scrolling Company Logo Marquis on Cart GPS at Designated Tee, Listing at golf registration, Prize Presenter) _____
 - Longest Putt - \$ 75 (Scrolling Company Logo Marquis on Cart GPS at Designated Tee Listing at golf registration, Prize Presenter) _____
 - Closest to the Pin - \$ 75 (Scrolling Company Logo Marquis on Cart GPS at Designated Tee, Listing at golf registration, Prize Presenter) _____
- Total Due** _____

On the Day of the Event: Raffle Tickets will be sold for great prizes! If your company would like to donate a prize, please contact us at 602-996-2220. A sign at the golf registration will highlight your donation.

Mulligans can be purchased @ \$ 5 each or 5 for \$ 20 (maximum)

Early Bird Deadline – Monday, June 20th / Final Deadline – Wednesday, July 20th

Player 1 Name _____ e-mail _____

Address _____ City _____ State _____ Zip _____

Foursome Name (optional) _____

Player 2 Name _____ e-mail _____

Player 3 Name _____ e-mail _____

Player 4 Name _____ e-mail _____

Checks To: HFMA Region 10; Mail with Registration: HFMA Region 10 / 10221 N. 32nd Street - Ste D / Phoenix, AZ 85028

Credit Card Payment: ___ Visa ___ MasterCard ___ American Express ___ Discover ; FAX Registrations to: 602-996-2330

Credit Card #: _____ Exp Date: _____ Security #: _____

Cardholder's Name (print): _____ Signature: _____

Cardholder's Billing Address: _____ City, ST, Zip: _____

For more information or questions, please e-mail or call Jeff Hyre at jeff.hyre@compliance360.com or 303-318-9544.

NOTE: Golf Attire: Shirts with collars, golf slacks or shorts and golf shoes without spikes. Tank tops, gym shorts, cutoffs, spaghetti strap tops and the like are discouraged. Rental Clubs Available: \$ 50 plus tax

Region 10 Conference 2011 Registration - Online: www.hfmaregion10.org

Name #1 (*print carefully*): _____ Title: _____
 Organization: _____ HFMA mbr? _____ State _____
 Street Address: _____ City: _____ ST: _____ Zip: _____
 Phone #: _____ Fax #: _____ e-mail: _____

(Multiple registrants from the same organization for discounted fee, copy form for 6 or more)

Name #2: _____ Title: _____ HFMA mbr? _____
 Name #3: _____ Title: _____ HFMA mbr? _____
 Name #4: _____ Title: _____ HFMA mbr? _____
 Name #5: _____ Title: _____ HFMA mbr? _____

This brochure available at ~ www.hfmaregion10.org and other Region 10 chapter web sites

Registration Fees (Same as 2009 Conference):	Member x # =	Nonmember x # =	Total
Early Registration (<i>Receipt by 6/15/11</i>)	\$295 _____ +	\$415 _____ =	_____
Early Registration (<i>2 or more</i>)	\$265 _____ +	\$385 _____ =	_____
Registration (<i>Receipt 6/16 & after</i>)	\$365 _____ +	\$470 _____ =	_____
Registration (<i>2 or more</i>)	\$325 _____ +	\$420 _____ =	_____

Subtotal _____

Single Day Rates:	Member x # =	Nonmember x # =	Total
Name #__-Wednesday Only	\$ 90 _____ +	\$120 _____ =	_____
Name #__-Thursday Only	\$180 _____ +	\$240 _____ =	_____
Name #__-Friday Only	\$ 90 _____ +	\$120 _____ =	_____

TOTAL _____

If there are special dietary needs or other issues, Please *if registering solo; if not indicate the name of the individual* _____

Interested in Attending the 6 hour Certification Coaching Session on Wednesday, July 27, at 8:00 am? Registrant # (s) _____

✓ Concurrent Sessions that will be attended on July 28:

	8:00 am	10:00 am	1:15 pm	3:00 pm
Name #1:	101__ 102__ ;	201__ 202__ ;	301__ 302__ ;	401__ 402__
Name #2:	101__ 102__ ;	201__ 202__ ;	301__ 302__ ;	401__ 402__
Name #3:	101__ 102__ ;	201__ 202__ ;	301__ 302__ ;	401__ 402__
Name #4:	101__ 102__ ;	201__ 202__ ;	301__ 302__ ;	401__ 402__
Name #5:	101__ 102__ ;	201__ 202__ ;	301__ 302__ ;	401__ 402__

✓ Plan to Attend the Optional Breakfast Session, [Cost Report Changes](#), on Friday, July 29th:

Name #1:____ Name #2:____ Name #3:____ Name #4:____ Name #5:____

✓ Continuing Education Units (CEU) (16.00 hours for full conference attendance) Certificate:

Name #1:____ Name #2:____ Name #3:____ Name #4:____ Name #5:____

REGISTRATION DEADLINE: July 20, 2011

Cancellations received by July 20th, are subject to a \$50 fee. There are no refunds after that date.

Payment Options:

Check (Made payable to HFMA 10)
 Visa MasterCard American Express Discover / Email Address for Receipt: _____
 Credit Card #: _____ Exp Date: _____ Security #: _____
 Cardholder's Name (Print): _____ Signature: _____
 Cardholder's Billing Address: _____ City, ST, Zip: _____

Mail Registrations and Payments: HFMA Region 10 Conference / 10221 N. 32nd Street Suite D / Phoenix, AZ 85028-3849

Fax Registrations: 602-996-2330 **Questions:** Silver & Cherner, Ltd.: 602-996-2220 / hfmaregion10@scldt.biz

Remember: Make your room reservations by June 24 to guarantee you a room at the HFMA Region 10 Rate of \$179.