

Colorado HFMA- Compliance Conference 2012

February 23 and 24

Denver Marriott South at Park Meadows



hfma™ colorado chapter
healthcare financial management association

Colorado HFMA- Compliance Conference February 23-24, 2012

Agenda- February 23, 2012

7:00- 8:00am	Registration and Breakfast with Exhibitors
8:00-9:30am	<p>Keynote Presentation: <i>The Hunting of the Snark: Focus on Vision</i> Speaker: <i>Ralph Lawson, FHFMA, CPA, Executive Vice President and Chief Financial Officer, Baptist Health South Florida, Coral Gables, FL</i></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. With an industry wide focus on increasing quality and decreasing costs, providers must implement innovative value based strategies to survive and thrive in the “new normal” for U.S. healthcare. As the one year anniversary of the passage of historic healthcare reform legislation has come and gone, many believe that the healthcare financing system remains unsustainable as the “Snark” continues to elude capture or even definition.</p> <p>In addition to providing an understanding of the current state of U.S. healthcare economics and insights into the inevitable changes that will be required over the coming years for providers to survive and prosper under reform, this presentation focuses on current and historical attempts in the healthcare industry to identify, increase, and communicate value to patients, providers, employers. As healthcare providers shift from volume based to value based strategies, key healthcare megatrends will also be identified. The presenter’s views on the “winners and losers” under the “new normal” will also be discussed, providing insights about what the future U.S. healthcare system may eventually look like.</p>
9:30-10:30am	<p><i>So You Have An EHR... But Are You Operationally Ready for Meaningful Use?</i> Speakers: <i>Thomas Felch, Manager, ECG Management Consultants, Arlington, VA and David Watson, MD, CMO, Physician Group, Centura Health, Englewood, CO</i></p> <p>Now that you have an EHR, do you know who is responsible for what is documented in your patient’s chart? Can your nurse enter that medication? What about the surgery consent forms? How does information entered in the EHR affect your liability and ability to meet Meaningful Use requirements?</p> <ol style="list-style-type: none"> 1. Who must assume ultimate responsibility for the patient’s medical record in a multi-practice, integrated electronic health record? 2. How will P&P be set up to ensure people are collecting and inputting the clinical information needed to meet Meaningful Use criteria? 3. How are the CMO and others in a leadership position monitoring the timely completion of provider documentation while ensuring that the appropriate items are captured discretely in the electronic chart?
10:30-11:00am	Break with Exhibitors
11:00am - 12:00pm	<p><i>Collaboration Between Physicians and Hospitals</i> Speakers: <i>Amy Kolczak, Associate General Counsel, Poudre Valley Health System, Fort Collins, CO and Wallis Stromberg, Of Counsel, Davis, Graham & Stubbs, LLP, Denver CO</i></p> <p>This interactive presentation will focus on compliance considerations for both physicians and hospitals/health systems related to several types of collaborative ventures and new federal rules prompted by accountable care organizations and other reform developments. Practical advice on avoiding pitfalls and achieving a level of integration that will lead to a successful physician-hospital relationship will be covered.</p> <p>Presentation Take-a-ways:</p> <ol style="list-style-type: none"> 1. Compliance considerations in forming physician-hospital relationships 2. Keys to successful collaboration between physicians and hospitals 3. How federal rules help or hinder collaborative efforts

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12:00-1:00pm	Lunch
1:00-2:00pm	<p><i>Continuous Government Audit Preparedness: Risk Based Compliance, Auditing and Outcomes –</i> <i>Speakers:</i> Christine Newgren, FHFMA, Chief Compliance Officer/Director Internal Audit, University of Colorado Hospital, Aurora, CO and Catherine Hicks, Compliance Manager, University of Colorado Hospital, Aurora, CO</p> <p>Just when you think you've done all the government audit preparation you can, they change the game and add more issues. This session will provide information on how to stay ahead of the game by developing a proactive, well-managed auditing program and response plan for government audits and auditors. A useful tool for identifying high risk areas and ideas for audit-related communication, training/education and governance will be provided. Elements of the Federal Sentencing Guidelines for Compliance Programs will also be discussed.</p> <p>Program Take-a-ways:</p> <ul style="list-style-type: none"> • Tools for identifying high risk audit areas • Comprehensive audit process • Ideas for communications, training/education and governance
2:00-3:00pm	<p><i>Sales and Use Tax Audits and Compliance Related Issues and Property Tax Applications and Appeals</i> <i>Speakers:</i> Ellen Stewart, FHFMA, JD, Partner, Berenbaum & Weinshienk, PC, Denver, CO and Christine Forkner, CFO, National Jewish Medical and Research Center, Denver, CO</p> <p>This session will cover the following:</p> <ul style="list-style-type: none"> • Recent sales and use tax audits conducted by the Colorado Department of Revenue and issues related to appeals. • Compliance aspect of sales and use tax as well as HIPAA concerns related to such audits. • Property tax exemptions, compliance with state law and opportunities for appeals for missed deadlines along with an overview of the tax exempt property laws in Colorado. <p>Presentation Take-a-ways:</p> <ol style="list-style-type: none"> 1. Understanding the scope of sales and use tax compliance 2. Understanding the scope of property tax exemption and appeal rights 3. Examples of an actual sales and use tax audit and appeal issues.
3:00-3:30pm	Break with Exhibitors
3:30-5:00pm	<p><i>Identify Theft Panel</i> <i>Panelists:</i> Nima Williams, VP Corporate Responsibility, Centura Health, Denver, CO , Lynel Vallier, CCO Privacy Officer, Boulder Community Hospital, Boulder, CO and Gregg Fanselau, Compliance Officer and Manager, Managed Care, Platte Valley Medical Center, Brighton, CO</p> <p>What would you do if an identity theft was perpetrated against some of your organization's patients? Hear three compliance officers discuss how they addressed this nightmare.</p> <p>Presentation Take-a-ways:</p> <ol style="list-style-type: none"> 1. What other professionals have learned from experiencing a patient identity theft episode 2. Ways to reduce the risk of identity theft occurring 3. Ways to mitigate the damage of the identity theft episode 4. How identity theft cases work their way through the legal and regulatory system.
5:00-6:00pm	Networking reception with Exhibitors

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7:00- 8:00am	Breakfast with Exhibitors
8:00-9:00am	<p><i>What's New with RAC, MAC and Medicaid Audits: Always Fun</i> Speaker: Day Egusquiza, President, AR Systems, Twin Falls, ID</p> <p>This operational focused session will provide national updates on government audits with audit findings and better practice ideas to reduce vulnerabilities.</p> <p>Presentation Take-a-ways:</p> <ol style="list-style-type: none"> 1. Actual audit results and action oriented ideas to improve the process 2. Teaching ideas to attack the vulnerability 3. Practical concepts as they relate to audit focus areas
9:00-10:00am	<p><i>ePHI in a Mobile World</i> Speaker: Stig Ravidal, Principal, Information Security Consultant, Allegheny Digital, Denver, CO</p> <p>Does your organization permit tablet computers and Smartphone's for business? Have you been considering how to harness the power of mobile apps? This talk looks at the issues and risks that follow when introducing mobile computing devices and apps in a complex, regulated healthcare organization. By examining the threats, weaknesses and issues with the use of mobile devices, you will learn how you can better prepare for and protect your organization and avoid the potentially severe consequences that can affect ePHI privacy and HIPAA compliance</p> <p>Presentation Take-a-ways:</p> <ul style="list-style-type: none"> • Threats and vulnerabilities of mobile devices and apps. • ePHI and compliance risk implications. • Criteria for reducing the risk to ePHI when considering the use of mobile devices
10:00-10:30am	Break with Exhibitors
10:30am - 12:00pm	<p><i>Privacy and Security Scenarios: An Interactive Discussion</i> Speaker: Rich Cohan, MBA, FACHE, CHC, CCEP, System Director, Integrity, Compliance and Privacy. Enterprise Risk Management Services, Providence Health & Services, Renton, WA</p> <p>This will be an interactive session using several complex privacy case studies to determine what approach an organization might use in analyzing the facts when all of the facts might not be known or might be a bit unclear. How to respond to an incident will also be explored.</p> <p>Presentation Take-a-ways:</p> <ul style="list-style-type: none"> • It looks like a breach...smells like a breach and we will understand what to do when we have an unconfirmable breach • Responding to a breach in a way that promotes calm and increases support for a privacy program. • Know how to analyze your duty to notify when in the obscure areas of HIPAA
Adjournment	

12 CLE General Credits Available

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Name (print): _____

HFMA Member? Yes ___ MEM# _____ No ___

Title: _____

Organization: _____

Address: _____ City: _____ ST: _____ Zip: _____

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Registration Fees

Member \$195 x _____

Non- Member \$245 x _____

Student¹ Free x _____

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

Preferred method of Registration Online Registration – Click on this link to register online

<http://www.hfma-co.org/registerByEvent.php?eventid=11>

NOTE: When registering 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.

Early Registration Is Encouraged

12 CLE General Credits

CPE Credit 12

¹ Must be Fulltime in a MHA or MBA Health Administration Program

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If not using the Online registration process please fill out both the registration form and the information below:

Payment by Credit Card: _____ Visa _____ MasterCard

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Please make check payable to Colorado HFMA and mail to:

Hal Prink, Office Manager, HFMA CO Chapter

47 Shetland Court

Littleton, CO 80130-3906

You can also fax the registration form to Hal Prink at **720-294-0629** with payment to follow. **You will receive a confirmation by e-mail.**

If you have any questions, call Hal Prink at 720-277-7813 or e-mail at halprink@comcast.net.

Hotel Information: We have a room block at the Marriott Denver South at Park Meadows, 10345 Park Meadows Drive, Lone Tree, CO. Room rates are \$149 per night and room block will be held until February 1, 2012. Reservations can be made by calling 1-800-686-2767 and mention HFMA Colorado Chapter Compliance Conference group rate.



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