

This year's conference is going GREEN!

To be resourceful this year's conference in going "GREEN". All slides and materials for the presentations will be available online to be printed prior to the conference. Once attendees have registered they will receive a link to the presentations ONE WEEK prior to the conference for them to print the materials to bring with them to their chosen sessions.

GENERAL INFORMATION

- Business casual attire is appropriate for the entire conference
- A total of 13 CPE credits are available at this event
- No refunds will be given for cancelled registrations after September 16
- Questions: HFMAFallConference@yahoo.com

HOTEL

The Westin Hotel and Conference Center

1500 Town Center, Southfield, MI, 48075

- Special room rates are available for conference attendees
- Please use the link below provided on the website for room booking directly through the Westin's site for HFMA



IT'S ALL ABOUT THE CASH

HFMA in Partnership with MHEGA present:

HFMA 58TH ANNUAL FALL CONFERENCE

October 6 – 7, 2011

The Westin Hotel and Conference Center
1500 Town Center
Southfield, MI 48075

Thursday, October 6, 2011

7:00 a.m.

Registration, Breakfast and Vendor Exhibits

8:00 a.m.

WELCOME

Deborah Sieradzki, PhD, Conference Co-Chair, Lubaway, Masten & Company

8:15 a.m.

OPENING REMARKS

Ralph Lawson, HFMA National Chairman-Elect

8:30 a.m.

KEYNOTE

The Rock & Roll Patient Loyalty Guide

Joe Heuer, author of "The Rock & Roll Guide to Patient Loyalty"

This entertaining and quick read goes beyond customer service and teaches you how to build a Rockin' loyal patient base. Learn to master the simple principles that will help you rock the quantum leap from patient satisfaction to patient loyalty.

9:45 – 10:00 a.m.

Vendor Exhibits and Break

10:00 a.m.

GENERAL SESSION

Healthcare Reform

Ralph Lawson, National Chairman-Elect

HFMA's payment reform leadership initiatives seeks to identify the principles that should guide changes to the current system and the competencies that providers will need to succeed.

11:00 a.m. – 12:10 p.m.

CONCURRENT SESSIONS

REVENUE CYCLE

Michigan Insurance Exchange Update

Chris Priest

Session will cover updates on health care reform initiatives in the State of Michigan.

FINANCE

Capital Access & Options in the "New Economy" for MI Providers

Mark McIntire, SVP, Kaufman Hall

The credit crisis of 2007-2009 & current market volatility have resulted in more limited capital access, fewer borrowing options, unpredictable costs, more restrictive terms, & less flexibility as compared with the pre-credit crisis environment. As 2011 progresses, the major questions now asked by hospitals & health systems are, "At what credit level will organizations have improved access to capital (at what price & under what terms), what financing vehicles are available to organizations at specific rating levels, & how organizations will lower credit ratings maximize their access at a level of cost & risk affordable & acceptable to leadership?" This session aims to answer these questions for healthcare executives.

REIMBURSEMENT

Medicare Payment Principles Related to Change of Ownership Transactions

Ken Marcus, Partner, Honigman Miller Schwartz and Cohn LLP

Understand the procedural and notification requirements of a CHOW, and the implications that can affect your cash flow.

GENERAL

The Healing of America: A Global Quest for Better, Cheaper & Fairer Healthcare

David Raymond, President, Clinical/Financial Management Associates

Why healthcare is dramatically cheaper & outcomes better in other countries. How Universal Healthcare is privatized (not socialist) in some countries. What might work in the USA.

CASE STUDY

Revenue Cycle: A case study review

Luke Meert, Botsford Hospital

Study session based on overview discussion and case study review.

12:10 – 1:10 p.m.

Lunch and Vendor Exhibits

1:15 – 2:25 p.m.

CONCURRENT SESSIONS

REVENUE CYCLE

Tools & 'Best Practices' used to access Revenue Cycle Effectiveness

Alex Vealitzek, The Academy of Healthcare Revenue

This session will provide an overview of industry 'best practices' relative to the use of 'internal' tools & assessments that monitor revenue cycle effectiveness, as opposed to considering use of costly outside analysis support.

FINANCE

340B Pharmacy Program: tying it all together to get the most out of it.

Keith Hanchey, Managing Director Supply Chain practice, Navigant Consulting

Are you maximizing your benefit? Insights from pharmacy, regulatory, billing providers and vendors.

REIMBURSEMENT

Cost Report Strategies: Its all about the cash

Bill Lubaway / Paul Evers, Lubaway, Masten & Company

Don't lose sight of what turns into cash based on what you report, strategies to get the most out of it.

GENERAL

2011 Federal Regulatory Hot Topics

Maria Abrahamsen, Partner, Dykema

Discussion of major healthcare regulations issued by agencies in 2011.

CASE STUDY

Budget & Forecasting: A case study review

Doug Banks, Trinity Health

Study session based on overview discussion and case study review.

2:25 – 2:35 p.m.

Vendor Exhibits and Break

2:35 – 5:35 p.m.

GENERAL SESSIONS

Connecting the State of Michigan Electronic Medical Records

Patrick O'Hare, Senior VP, Chief Information Officer Spectrum Health, G.Rapids

Sue Paris, VP of Client Services for Trinity Health

Dr. Brown, Director of Health Information Technology, MSU Kalamazoo Center for Medical Studies

Subra Sripada, Senior VP and Chief Information Office, Beaumont Health System

A panel discussion providing history and current status of the various initiatives in the state of MI to connect providers, pharmacies, consumers and insurance companies and what we should expect to see over the next few years. Most providers are heads down attempting to qualify for meaningful use, but what issues are they going to face to connect to the larger ecosystem?

ICD 10 Challenges & Opportunities, Early Lessons Learned

Mel Armbruster, ICD 10 Project Director for U of M Medical Center

Terri McIntosh, President of TLM Consulting

Shely O'Laughlin, VP Revenue Cycle, OptumInsight

MODERATOR: Stan Sleight, Managing Director of the Great Lakes Region for OptumInsight

A panel discussion addressing the challenge providers will face with the transitioning to ICD 10. Potential solutions and lessons learned to date addressing: technologies, including computer assisted coding, education, operational considerations, financial ramifications, staffing and workflow will be addressed.

5:35 – 6:15 p.m.

Hospitality*

6:15 – 8:00 p.m.

Dinner*

* Photo booth will be available at both hospitality hour and dinner.

Friday, October 7, 2011

7:00 a.m.

Registration, Breakfast and Vendor Exhibits

8:00 – 9:30 a.m.

GENERAL SESSION

ACO Early Experiences with New Payment Methodologies

James Byrne, M.D., Chief Medical Officer Priority Health

Dr. Caroline Blaum, Professor of Internal Medicine & Associate Chief, Geriatric Medicine leads UMMC's Medicare PGP Demonstration

MODERATOR: Gene Michalski, CEO Beaumont Health System

Two of the first national pilots for new payment systems are being showcased in MI. These are early prototypes of what may become accountable care organizations (ACO). We will explore lessons learned and potential applicability as models for providers. U of M has saved more than \$15 million over 4 years from the participation in the Medicare Physician Group Practice (PGP) Demonstration Project, Medicare's first pay-for-performance demonstration project. Spectrum Health is 1 of only 4 organizations that are pilots for the Robert Wood Johnson Foundation PROMETHEUS payment model which focuses on transitioning from payment model which focuses on transitioning from payment for each encounter to a single payment for the entire episode of care often referred to as a bundled payment.

9:30 – 9:45 a.m.

Vendor Exhibit and Break

9:45 – 11:00 a.m.

CONCURRENT SESSIONS

REVENUE CYCLE

Expanding Online Patient Connections

John Talaga, Doxo

Identify where, when, & why consumers make payments online & go paperless. Learn about alternative channels to increase adoption. See what healthcare can learn from what other industries are doing. Share tips of how to take action without spending money.

FINANCE

Value Added/Non-Regulatory Value Based Quality

Paul Conlon, Senior VP Clinical Quality & Patient Safety, Trinity Health

Review of the Trinity Health Unified Clinical Organization as an approach to leverage the intellectual capital from across the system to improve clinical quality, patient safety and to reduce cost.

REIMBURSEMENT

Best Practices in Labor Management

Marti Cramer, Premier
Kerry Coran, Labor Productivity Engineer, Crittenton
Healthcare reform overview, covering bundled payments, readmissions, and efficiency.

GENERAL

The Michigan Update

Marilyn Litka-Klein, MHA
Legislative/governor plans, Medicaid, BC and other.

CASE STUDY

Internal Controls: A case study review

HFMA Subject matter expert to facilitate discussion
Study session based on overview discussion and case study review.

11:00 – 11:15 a.m.

Vendor Exhibits and Break

11:15 – 12:30 p.m.

CONCURRENT SESSIONS REVENUE CYCLE

Hot Trends in Healthcare Collections

Margaret Dowling, PNC HealthCare
Review of industry trends will include automating cash reconciliation and general ledger transactions, emphasis on denial and contract management, and providers push towards 100% automation of cash posting.

FINANCE

Accounting Update

Chad Schafer & Nicole Sulak, Plante & Moran
Changes to GAAP and other reporting.

REIMBURSEMENT

Evolving Provider Payment Systems BCBSM, What You Might Expect

Mark Johnson, VP, Provider Performance, Innovation and Experience
BCBSM is the largest commercial health insurance company in MI and is a trendsetter in the State. BCBSM takes special responsibility for improving the health of its members and trying to make MI a more affordable place for businesses. BCBSM will be rolling out new reimbursement methodologies in the near future. This presentation will provide a glimpse of the potential changes facing providers.

GENERAL

Having the Right Payment Arrangements

Chris Rossman, Partner, Foley & Lardner
Understand payment arrangements that may be used for ACOs and other types of multi-provider clinically integrated networks.

CASE STUDY

Financial Reporting: A case study review

HFMA Subject matter expert to facilitate discussion
Study session based on overview discussion and case study review.

12:30 – 1:30 p.m.

Lunch, Prize Giveaways

Vendors and HFMA Conference board to give away prizes

Closing

Shelley Lake, Artus MRM Inc., Conference Co-Chair

1:30 – 2:45 p.m.

GENERAL SESSION

CASE STUDY

Contract Management: A case study review

Amy Vandecar
Study session based on overview discussion and case study review.

REGISTRATION	MEMBER	NON-MEMBER	STUDENT
Both Days	\$300	\$325	\$175
Thursday Only	\$200	\$250	\$125
Friday Only	\$125	\$175	\$50
Dinner & Reception Only	\$75	\$75	\$75