

***Healthcare Financial Management Association
Arkansas Chapter Summer 2009 Quarterly Seminar***

Wednesday, August 12, 2009

- 5:15 p.m.** **HFMA Committee Meetings – Captain’s Quarters**
- 5:30 p.m.** **HFMA Board and Committee Chairmen Meeting - Captain’s Quarters**
- 6:30 -7:30 p.m.** **Networking Opportunities Sponsored by Corporate Sponsors – Lakeview Ballroom**

Thursday, August 13, 2009

- 7:30-8:15** **Registration & Continental Breakfast – Lakeview Ballroom**
- 8:15-8:30** **Welcome & Announcements – Julie Carpenter, HFMA President – Lakeview**

Joint Session - Lakeview

- 8:30-10:00** **Update on Current Issues from the Arkansas Hospital Association**
Phil Matthews, President and CEO
Bo Ryall, Executive Vice President
Paul Cunningham, Senior Vice President
Elisa White, Vice President and General Counsel

Program Content: Members of the AHA staff will provide an update on:

- Health care reform
- Medicaid Provider Assessment
- Legal issues
- Trauma system
- State Legislative issues

Learning Objectives: After attending this session, participants will be able to understand current issues facing Arkansas Hospitals and the Arkansas Hospital Association.

Course Level: Basic

Instruction Method: Group Live

CPE Type: Specialized Knowledge and Application

CPE Credit: 1.5 credits

- 10:00-10:15** **Break**

Business Office/Reimbursement - Lakeview

10:15-12:00 Fighting Fraud with the Red Flag Rules
Bryant Marshall, Attorney, Marshall & Owens, P.A.

Program Content: This session will be review of the 16 C.F.R 681.2 (the “Red Flags Rule”) as applied to health care delivery credit transactions.

Learning objectives: After attending this session, participants will be able to:

- Identify relevant identity theft risks
- Prevent and mitigate identity theft
- Update a health care providers’ identity theft prevention policies and procedures

Course Level: Basic

CPE Type: Specialized Knowledge and Application

Instruction Method: Group Live

CPE Credit: 2 credits

Financial – Captain’s Quarters

10:15-12:00 Contractual & Bad Debt Allowance Estimation and Lookback
Derek Pierce, Supervisor, BKD, LLP

Program Content: This program will present ideas to help financial executives assess the adequacy of the allowance for patient accounts receivable.

Learning objectives: The participant will learn to oversee the implementation of a process by which allowance estimates can be regularly challenged for reasonableness based on actual collections.

Course Level: Intermediate

CPE Type: Accounting

Instruction Method: Group Live

CPE Credit: 2 credits

12:00-1:00 Lunch

Joint Session - Lakeview

1:00-2:30 **Benchmarking for Performance Improvement**
Scott Houk, Senior Strategic Advisor, Cleverley and Associates

Program Content: The presentation will discuss how organizations can use benchmarks to enhance their performance. We will focus on four performance dimensions – finance, charge, cost and quality with special attention paid to key Arkansas markets and the state as a whole.

Learning Objectives: Participants will be able to identify key benchmarks for each of the four dimensions – finance, charge, cost and quality – and how to effectively use them to identify, assess and manage hospital performance.

Course Level: Basic
Instruction Method: Group Live

CPE Type: Management Advisory Services
CPE Credit: 1.5 credits

2:30-2:45 **Break**

Business Office/Reimbursement - Lakeview

2:45-4:30 **Creating Credible and Defendable Patient Estimations**
Travis Gentry, President/COO, Financial Healthcare Systems, LLC (FHS Corp)

Program content: Responding to price transparency and patient consumerism is a significant paradigm shift and a cornerstone of healthcare reform. This session will explore what it means to patients and how hospitals, surgical centers, and physicians must be prepared to respond. The session will define meaningful transparency information and how to create credible patient estimates.

Learning Objectives: After attending this session, participants will be able to:

- Define price transparency and understand what it means to healthcare provider, physicians, and patients.
- Understand effective elements of transparency programs and avoid meaningless information.
- Create and present credible estimates. Education leads to increase collections.

Course Level: Basic
Instruction Method: Group Live

CPE Type: Specialized Knowledge and Application
CPE Credit: 2 credits

Financial – Captain’s Quarters

2:45-4:30 **Financial and Capital Planning for Hospitals and Health Systems**
Zachary Hafner, Vice President of Consulting Services, Kaufman Hall & Assoc.

Program content: Financial and capital planning enables an organization to determine whether strategies are financially possible given the organization’s capital capacity. Hospitals and health systems must regularly assess their financial and capital positions to reflect environmental shifts and market realities. Access to capital is dependent on whether a hospital achieves the financial performance required to meet its long-term financial goals.

Learning Objectives: After attending this session, participants will be able to:

- Identify core objectives and financial principles for planning efforts and use an effective planning calendar
- Understand key indicators used in financial and capital planning
- Estimate capital requirements and analyze current capital position
- Balance capital sources and uses
- Use risk/sensitivity analysis to identify the impact of possible changes to planning assumptions
- Identify methods for quantifying financial risk

Course Level: Basic

CPE Type: Management Advisory Services

Instruction Method: Group Live

CPE Credit: 2 credits

5:30-7:00 **Networking Opportunities Sponsored by Corporate Sponsors**

Friday, August 14, 2009

8:00-8:30 **Registration & Continental Breakfast – Lakeview Ballroom**

HIM/Reimbursement - Lakeview

8:30-10:00 **Impact of ICD-10: Specific Considerations for Quality Reporting**
Stephanie Iorio, BSN, RN, CPHQ, CPC, Manager, Client Services, American Data

Network

Program Content: Converting to ICD-10 is a complex transition that will impact many programs, including business processes, system support, quality indicators, clinical research, disease management, and claims payments. From a healthcare quality perspective, ICD-10 offers greater detail within the codes, an increased ability to accommodate new technologies and procedures, and will ultimately provide better data for evaluating and improving the patient care delivered in our facilities. This session will examine considerations for quality data that should be addressed during the transition to ICD-10.

Learning objectives: After attending this session, participants will be able to:

- Provide an overview of the current quality data landscape.
- Identify how facilities utilize administrative data sources to calculate, analyze, and prioritize performance improvement indicators.
- Identify the impact that ICD-10 will have on internal and publicly available quality and patient safety reports, as well as other data-driven metrics.

Course Level: Basic
Instruction Method: Group Live

CPE Type: Specialized Knowledge and Application
CPE Credit: 1.5 credits

Financial – Captain’s Quarters

8:30-10:00 Developing Effective Business Plans for Major Capital Initiatives
Zachary Hafner, Vice President of Consulting Services, Kaufman Hall & Assoc.

Program Content: Long-term success of a hospital or health system depends on high quality capital investment decisions. Those decisions must be made on an analytical basis and not on a “gut feeling.” A comprehensive business plan integrates market analysis, capital position analysis, financial projections, and strategy formulation, to generate a complete risk-adjusted view of a project.

Learning objectives: After attending this session, participants will be able to:

- Understand why a business plan is important
- Identify the components of an effective business plan
- Understand key measures of performance that should be established prior to investment
- Calculate ROI using different methodologies
- Test level of risk of a business plan and to evaluate alternative risk-mitigating strategies
- Use examples of best practice analytics

Course Level: Basic
Instruction Method: Group Live

CPE Type: Management Advisory Services
CPE Credit: 1.5 credits

10:00-10:15 Break

Joint Session – Lakeview

10:15-12:00 Hospital Acquired Conditions: Are HAC’s “HACKing” Away Hospital Revenue?
Mary Bessinger, Manager Product Consultants, QuadraMed Corporation

Program Content: Since POA reporting was initiated in 2007 and implementation of nonpayment of Hospital-Acquired Conditions began on October 1, 2008, healthcare providers have had a full year to experience its impact. This session will explore how hospitals have been impacted from the perspective of process changes, reimbursement, and patient safety. Speakers will also discuss opportunities and tools providers can use minimize clinical and financial risks to their organization and patients.

Learning Objectives: After attending this session, participants will be able to:

- Evaluate history and fundamentals of POA and nonpayment for Hospital - Acquired Conditions
- Review 2008 criteria for non-payment of HACs
- Examine national volume for each Hospital-acquired condition since POA mandate was implemented in October 2008
- Analyze 9 months of the new ICD-9 codes for t pressure ulcers in New Jersey
- Evaluate impact on reimbursement using the Preliminary and Final DRG Grouper
- Discuss latest CMS non-reimbursable Hospital - Acquired Conditions

- Evaluate Quality Measures topics for Fiscal Year 2010 showing national rates with and without POA.
- Identify practices that demonstrate appropriate or inadequate documentation and coding for hospital -acquired conditions
- Assess technology tools to minimize risk of financial liability due to non reimbursement

Course Level: Basic

Instruction Method: Group Live

CPE Type: Specialized Knowledge and Application

CPE Credit: 2 credits

12:00 p.m. Dismissal and Door Prizes

About the Speakers:

Phil Matthews is the president and chief executive officer of the Arkansas Hospital Association and has been associated with the AHA since 1969. He is president of the association's for-profit subsidiary AHA Services Inc., and is group manager of the AHA Workers' Compensation Self-Insured Trust. He holds a BSBA degree from the University of Arkansas.

Bo Ryall was named executive vice president of the AHA July 1, 2005. He serves as the association's chief lobbyist on state legislative issues. His primary focus is grassroots advocacy and working with members of the Arkansas General Assembly and state regulatory agencies. He holds a bachelor's degree from the University of Arkansas at Fayetteville and a master's degrees in public administration from the University of Arkansas at Little Rock.

Paul Cunningham is the senior vice president and came to the AHA in 1980. His primary focus is upon federal relations, data, research, communications, and public education. He earned both a BSBA and a master's degree in public administration from the University of Arkansas.

Elisa M. White joined the AHA executive team as vice president and general counsel on July 16, 2007. Her responsibilities include providing legal counsel and advice to the AHA board and membership. She will work on issues involving compliance, state and federal regulations, quality and patient safety, as well as others. Prior to joining the AHA, she was a partner in the firm of Kutak Rock in Little Rock, and is a graduate of Arkansas State University and of the University of Arkansas at Little Rock School of Law.

Bryant Marshall received his B.A. degree in English from Arkansas State University in 1985 and his law degree from the University of Arkansas in Little Rock in 1989. Mr. Marshall is licensed to practice law in the states of Arkansas and Missouri. He is a member of the Arkansas and Missouri Bar Associations, a member of the Arkansas Bar Association Debtor-Creditor Rights Committee and a contributing editor of the Arkansas Bar Association's Debtor-Creditor Rights Handbook. Mr. Marshall is a partner in the Jonesboro law firm of Marshall & Owens, P.A.

Derek Pierce is a supervisor in the health care practice and spends 100 percent of his time providing services to hospitals. Derek's approximate six years of experience includes supervising audit engagements on several regional health systems. Derek has also assisted in budget preparations for small- and medium-sized hospitals and tests hospitals' internal records for disproportionate share reimbursement eligibility. Prior to joining BKD, Derek was a member of the internal audit team at Alltel, previously a publicly traded company. He is a graduate of Tulane University in New Orleans where he earned a masters degree in accounting. He has also received his Certified Healthcare Financial Professional (CHFP) designation from the Healthcare Financial Management Association.

Scott Houk, though new to Cleverley and Associates, having joined April 1, 2009, Scott has 16 years in healthcare finance. Prior to joining Cleverley and Associates, Scott was a Senior Manager in the Health Sciences Advisory Services practice of Ernst & Young for 9 years after seven years in the audit practice. He is a member of the Central Ohio HFMA chapter, a CPA in the state of Ohio and is a graduate of Transylvania University.

Travis Gentry is President and co-founder of Financial Healthcare System, LLC (FHS Corp) located in Denver, CO. FHS Corp was founded in 2005 as one of the industry's first national online price transparency and patient consumerism solutions. Today, FHS Corp's solutions are used by hospitals, surgical centers, and clinics creating combined estimates for both facilities and physicians. FHS Corp's estimation ClearQuote is the first and only solution to receive HFMA's Peer Review designation.

Zach Hafner is a Vice President of Kaufman Hall and a member of the firm's strategy and financial and capital planning practices. Mr. Hafner consults on a national basis for hospitals and healthcare systems, including academic medical centers, regional centers, county facilities, and community providers. Prior to joining Kaufman Hall, Mr. Hafner worked as a senior consultant at Tiber Group, where he developed comprehensive hospital, system, and service line strategic plans. Before that, he worked at United Healthcare as a project manager in network management, structuring hospital and physician contracts and supporting new product development. Mr. Hafner is a regular speaker on healthcare strategic and financial planning topics for organizations including Healthcare Financial Management Association, American College of Healthcare Executives, and the New England Society for Healthcare Strategy. Mr. Hafner has an M.B.A. in Finance from Pepperdine University and B.S. in Physiology from the University of Illinois at Urbana-Champaign.

Stephanie Iorio, BSN, RN, CPHQ, CPC is an integral part of the leadership team at American Data Network (ADN). Under her direction, ADN developed the Quality/Core Measurement application, a robust data abstraction and reporting tool. She supervises the national data submissions to The Joint Commission and CMS and regularly represents ADN at national vendor meetings. As Client Services Manager, she is responsible for client education, training and custom consulting services. Stephanie provides a combination of in-depth knowledge and clinical experience to the ADN team and participates in many of the firm's strategic projects and research efforts. Her expertise in healthcare data and up-to-date knowledge of trends in quality has helped hospitals identify and prioritize opportunities for performance improvement in areas such as mortality, complication, and readmission rates, as well as Length of Stay and Cost per Case. Stephanie is also active in product management and business development. Prior to joining ADN, Stephanie worked as a cardiovascular nurse at an acute care hospital in Little Rock, AR. She received her Bachelor of Science in Nursing from the University of Central Arkansas. Stephanie is currently a Board Member of Arkansas Association for Healthcare Quality, where she has served as the Education Action Team Leader for 4 years and was the 2008 Member of the Year. She is also active in the National Association for Healthcare Quality, currently serving as the Co-Team Leader for the Healthcare Quality Foundation team. In addition, Stephanie is a member of the Arkansas Organization of Nurse Executives and the American Academy of Professional Coders, is a Certified Professional in Healthcare Quality (CPHQ) and a Certified Professional Coder (CPC). Stephanie completed her Executive Development Certification from Vanderbilt's Owen Graduate School of Management in November 2008. She is also a Member of the 2009 Arkansas Governor's Quality Award Board of Examiners.

Mary Bessinger, MBA, RHIA, CCS, CPHQ is the Manager Product Consultants for QuadraMed Corporation. Mary has over fifteen years of Hospital experience including hospital administration, corporate HIM management, coding and reimbursement consulting, and Quality and Resource Management. Mary also has over ten years of vendor experience encompassing HIM, Coding, Clinical and EMR systems. She is a frequent presenter at AHIMA, TEPR, HIMSS Chapter meetings, and various state AHIMA meetings.

HOTEL RESERVATIONS

Please make your own reservations with the Clarion Resort in Hot Springs (800- 432-5145). A block of rooms has been reserved, so please mention that you are with HFMA to receive the rate of \$92.95 for a single or double room. **The Clarion Resort will accept reservations until July 12, 2009. After this date reservations will be taken on a space available basis. Please make your reservations as soon as possible.**

EDUCATIONAL CREDITS



Arkansas Chapter HFMA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for credit. Complaints regarding sponsors may be addressed to NASBA, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org

CASUAL DRESS IS APPROPRIATE FOR THE MEETINGS.

*Prerequisites and advance preparation are not required unless otherwise indicated.
Depending on the track the participant attends, a maximum of 10.5 hours of CPE credit is available.*

2009-2010 CORPORATE SPONSORSHIP PROGRAM

The Corporate Sponsorship Program is designed to enhance the quality of the Chapter programs, newsletters, and other activities. Organizations can strengthen the Chapter by becoming a Corporate Sponsor.

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
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ARKANSAS CHAPTER HFMA 2009 SUMMER MEETING REGISTRATION

Please register the following person(s) for the group-live offering HFMA 2009 Summer Meeting August 12-14, 2009 at the Clarion Resort, Hot Springs, AR.

Registration Fee: Please check appropriate box: \$125 HFMA Member (before 8/7)
 \$150 Non-HFMA Member (before 8/7)*
 Same Organization  1st & 2nd entire meeting attendee – full price
 3rd & 4th entire meeting attendee – 50% off
 5th & over entire meeting attendee – 75% off

***Registration after 12:00 noon the Friday before the meeting will be \$150 for members and \$175 for nonmembers.**
 Thursday or Friday only registration is available. Call Tami Hill at 501-316-1229 for pricing for members and nonmembers.

Name: _____ Name: _____

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Hospital/Organization: _____

Address: _____

City, State, Zip: _____

Telephone #: _____ HFMA Membership(s) #: _____

During Breakout Sessions you will primarily attend which category (Please check only one)

Financial Business Office/HIM

Mail form with check payable to: HFMA Arkansas Chapter
 Attn: Tami J. Hill, Registrar
 419 Natural Resources Drive
 Little Rock, AR 72205

Please bill (Fax registration to HFMA attn: Tami Hill, Registrar, 501-224-0519).

You may **REGISTER ON-LINE** with credit card. Go to www.arkansashfma.org (in process)
 OR

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REFUNDS AND CANCELLATIONS

If cancellations are received after August 7, 2009 only 50% of the registration fee is refundable. **Registrants who do not cancel or fail to attend must pay the entire fee.** Substitutions, however, are permitted. Registration forms and cancellations must be mailed, emailed or faxed. Phone and voicemail are not valid forms of communication. For more information regarding administrative policies such as complaint and refund, please contact Tami Hill at 501-316-1229 or tamihill@sbcglobal.net.