



# The ICD-10 Impact on Hospitals and Transition Strategies to Meet the Deadline

## *A 4-Part Series*

Session 1: Budget Development and Budget Review for ICD-10 Readiness  
Wednesday, November 16, 2011

Session 2: Understanding Reimbursement Changes and the Financial Impact of the ICD-10 Transition  
Wednesday, December 14, 2011

Session 3: The Value of Strategic Planning for ICD-10 Readiness  
Wednesday, January 18, 2012

Session 4: Assessing Your Vendors for ICD-10 Readiness  
Wednesday, February 15, 2012

All sessions are from 12:00 noon – 1:00 p.m. (CST)

### **Series Overview**

Two years and counting... is your hospital on its way to ICD-10-CM/PCS implementation by the October 1, 2013 deadline? Do you understand the significant financial and clinical impact this will have your organization? Do you have a strong plan, team and timeline in place to get you declare yourself "ICD-10 ready" in time?

This four-part webinar series focuses on helping hospital leaders and their ICD-10 implementation leaders and teams understand the magnitude of the ICD-10 implementation, the financial and clinical impact of this transition on your hospital, and help you be better prepared while planning and for on-time implementation. Hospital executive leaders, chief financial officers and staff, physician and nurse leaders, coding managers, and internal ICD-10 team leaders and members are encouraged to participate in this webinar series, or any of its individual sessions, and participate as a team.

### **Target Audience**

Chief Financial Officers, Controllers, Chief Executive Officers/Presidents/Administrators, Nurse Executives, Physician Leaders, ICD-10 Team Leaders and Members, Coding Managers, and Clinical Documentation Improvement Specialists

### **Session 1: Budget Development and Budget Review for ICD-10 Readiness (November 16, 2011)**

Success for implementation of ICD-10 will be one of the most expensive undertakings the healthcare industry has ever faced. The areas that need to be considered impact virtually every department in the hospitals. Hardware, software and HIM as the obvious budget areas, but ancillary needs should not be overlooked. This webinar will explore the budgeted items that should be included in every transitions plan, as well as those less obvious items that only some facilities will need. This session is important for every hospital, both those who are working to set an appropriate budget for ICD-10 planning and implementation, and those who already have a budget set but want to ensure it covers the most appropriate needs.

### **Objectives**

At the conclusion of this program, an attendee will know:

- What areas in the hospital are impacted
- The scope of education needed – from executives to physicians to support staff
- The operational impact in the short term/long term
- What hardware and software needs exist
- How to appropriately budget for physician engagement and documentation improvement
- Budget considerations for staffing

### **Session 2: Understanding Reimbursement Changes and the Financial Impact of the ICD-10 Transition (December 14, 2011)**

Notwithstanding the operational issues surrounding the ICD-10 transition, the reimbursement impact could be as significant as APCs were in 2000. Even though not all the facts and figures are now known, there are ways to

predict the impact in your facility. This session will focus on what steps your hospital should be taking now, before October 2012, before October 2013, and beyond, to minimize what could otherwise be significant financial impact to your hospital's revenue stream.

### **Objectives**

At the conclusion of this program, an attendee will know:

- What commercial payers are doing to prepare
- What changes will occur with Medicare reimbursement
- How ICD-10 will impact failed billing
- If all payers are going to use ICD-10
- How to understand and describe a reimbursement roadmap

### **Session 3: The Value of Strategic Planning for ICD-10 Readiness (January 18, 2012)**

Scuba divers, when undertaking a risky dive, are told, "plan your dive" and "dive your plan." Undertaking the ICD-10 transition is just as risky for your institution; therefore, you should "plan your transition" and "transition with a plan." This session will share lessons you can learn from other providers who have developed a transition plan and what the key points should be for your own organization's strategic plan for ICD-10 readiness. Even if you already have developed a transition plan, participation in this webinar will be a good 'double-check' to ensure your plan's thoroughness.

### **Objectives**

At the conclusion of this program, an attendee will know:

- Who needs to be involved in the transitions team
- What disciplines must be involved in the planning
- What should your timeline look like, based on where you stand today
- What should be included in your plan for beyond October 2013

### **Session 4: Assessing Your Vendors for ICD-10 Readiness (February 15, 2012)**

With a project as big as the ICD-10 transition, virtually no provider is undertaking the transition without an external partner. And no transition plan is complete without a thorough assessment of the ICD-10 readiness of your current vendors and payers. Choosing the right partner or having an existing partner not be ready in time can be the difference between success and failure. Knowing how to leverage your partnerships may be invaluable to the success of your transition plan. This session will focus on asking the right questions and knowing the right facts about your current vendors and in selecting any new vendors.

### **Objectives**

At the conclusion of this program, an attendee will know:

- Which vendors you will need for a successful ICD-10 transition
- How to choose the right vendors for the right risks
- How to leverage your relationship for maximum return
- When to outsource and when not to outsource

### **Faculty**

**Keith Sidel, MBA, PhD(c)**, is the Chief Marketing Officer with Health Revenue Assurance Associates, Inc. Keith is an expert in finance, compliance and operations in healthcare settings and has worked with healthcare providers of all sizes, from independent community hospitals to the multi-billion dollar healthcare systems across the nation. He has more than 25 years of experience in healthcare finance, information systems, operational and compliance training expertise, which includes hospital-based and free standing day surgery sites, emergency room, hospital-based clinics, and ancillary diagnostic services areas.

Drawing from his hands-on, specialized consulting concentration, Sidel has authored and implemented a series of transitional programs for providers throughout the country. These programs establish and validate the flow of revenue throughout the facility, to assure the reliability and accuracy of services billed under existing and impending reimbursement methodology and to assure compliance with Medicare's and commercial payers' hospital reporting requirements.

Sidel holds a degree in healthcare finance, and a Master of Business Administration with a focus on healthcare. He completed the course work for the Doctor of Philosophy with a healthcare focus at Virginia Commonwealth University. In December 2011, he will also complete his Juris Doctorate degree with a focus on healthcare.

**Andrea Clark, RHIA, CCS, CPC-H**, is president of Health Revenue Assurance Associates, Inc. Andrea is a nationally prominent health information management expert who focuses specifically on revenue integrity of

outpatient coding and billing systems; charge capture; coding and billing; data transference and outpatient compliance training services. As president and founder of Health Revenue Assurance Associates (HRAA), Clark has more than 24 years of hospital outpatient coding, information systems, operational and compliance training expertise, which includes hospital-based and free standing day surgery sites, emergency room, hospital-based clinics, and ancillary diagnostic services areas.

Clark is an active speaker, educator and motivator who has presented several hundred seminars for state hospital associations, AHIMA, AAPC and HFMA chapters throughout the country. She has been selected as a featured speaker at both the American Health Information Management Association and the American Academy of Professional Coders national conventions.

She holds a degree in health information sciences from the University of Wisconsin. She is professionally certified by the American Health Information Management Association (AHIMA) as an ICD-10-CM/PCS Trainer and as a Registered Records Administrator (RRA). She is also certified by the American Academy of Professional Coders (AAPC) as a Certified Coding Specialist (CCS) and as a Certified Procedural Coder-Hospital (CPCH).

### **Certificates of Attendance**

Certificates of Attendance will be issued to all registrants attending this webinar. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

### **Registration**

**\$190 per session for AHA members**

**\$740 for all sessions for AHA members: a savings of \$20**

*(You must register for all sessions at the same time to take advantage of savings)*

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczyński at 501-224-7878, or via e-mail to [asroczyński@arkhospitals.org](mailto:asroczyński@arkhospitals.org). **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event.

### **Substitution, Transfer and Cancellation Policy**

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Anna Sroczyński at 501-224-0519.

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*(Registration Form on Next Page)*

## REGISTRATION FORM

# The ICD-10 Impact on Hospitals and Transition Strategies to Meet the Deadline

*A 4-Part Series*

### Webinars

#### A \$20 Savings!

Complete Four-Part Series – per connection (series discount)

#### Individual Sessions – Per Connection:

- Session 1: Budget Development and Budget Review for ICD-10 Readiness (November 16, 2011)
- Session 2: Understanding Reimbursement Changes and the Financial Impact of the ICD-10 Transition (December 14, 2011)
- Session 3: The Value of Strategic Planning for ICD-10 Readiness (January 18, 2012)
- Session 4: Assessing Your Vendors for ICD-10 Readiness (February 15, 2012)

### Registration Fee

**\$190 per session for AHA members**

**\$740 for all sessions for AHA members: a savings of \$20**

*(You must register for all sessions at the same time to take advantage of savings)*

Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Method of Payment

Check in the amount of \$\_\_\_\_\_ payable to the Arkansas Hospital Association is enclosed.

Credit Card # \_\_\_\_\_ Visa MasterCard

Cardholder's Billing Address (including zip code) \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_

Signature \_\_\_\_\_

### Mail form and payment to

Anna Sroczynski, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.